Drug & Cosmetic INDUSTRY

March 1947

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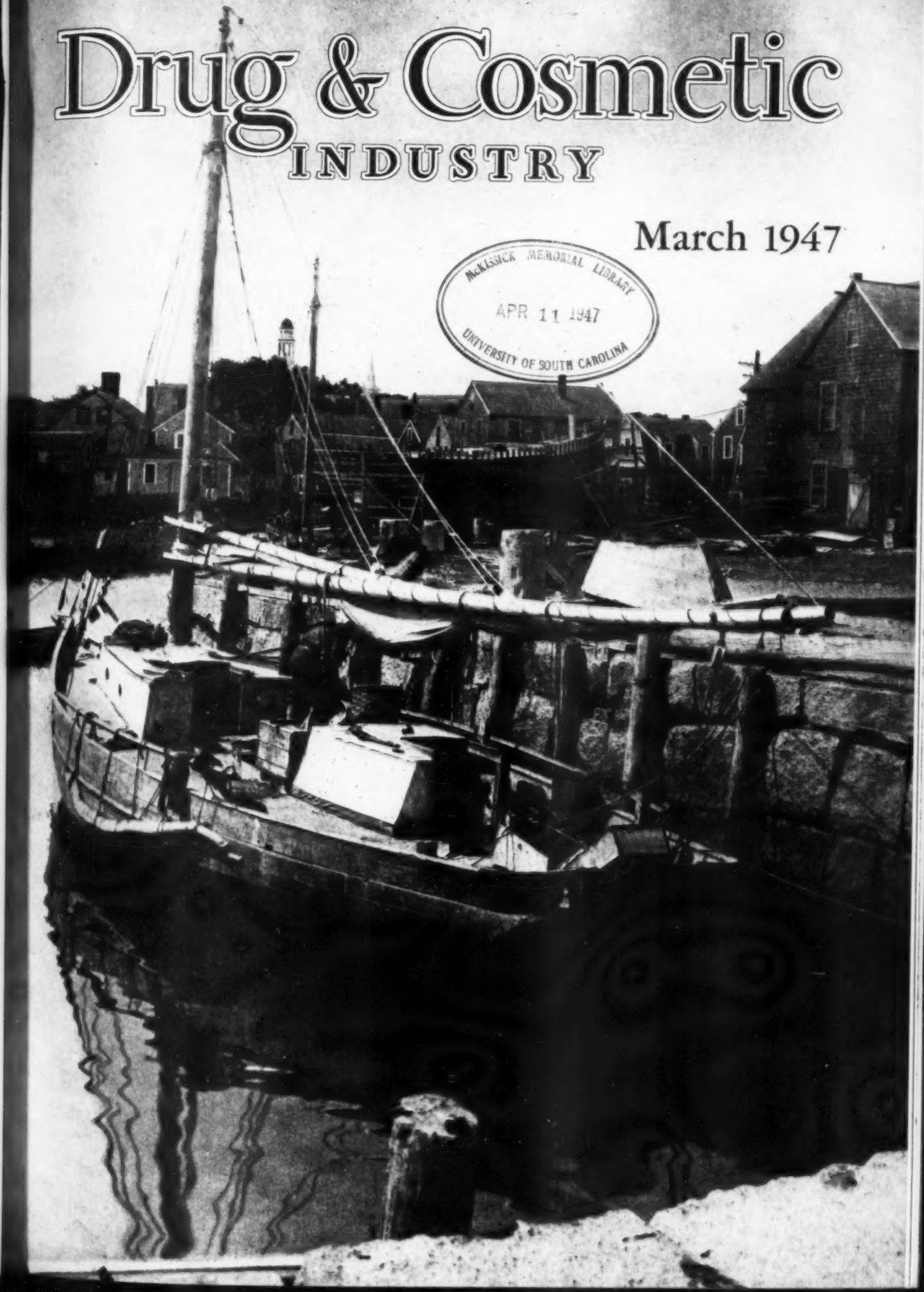

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Drug & Cosmetic INDUSTRY

MARCH 1947

CONTENTS

KEEPING POSTED	317
FUTURE MERCHANDISING TRENDS	322
EXPORT SALES, ADVERTISING AND ORGANIZATION	324
NEWER HEMOSTATICS	327
EXPANSION FROM BROOKLYN	330
SHAMPOO MISCONCEPTIONS	332
PARTICLES IN AMPULS	334
ORGANIC CHEMICALS IN THE PERFUME INDUSTRY	336
PACKAGING AND SELLING	339
NEWS	357
PRODUCTION FORUM	369
ADVANCING THERAPY	384
COMPOUNDER'S CORNER	388
PERFUMER'S SHELF	392
PATENT TRENDS AND THOUGHTS	395
INDUSTRY'S BOOKS	399
YOUR TRADE-MARK RECORD	400
PURCHASING DEPARTMENT	403
READER'S QUESTIONS	412

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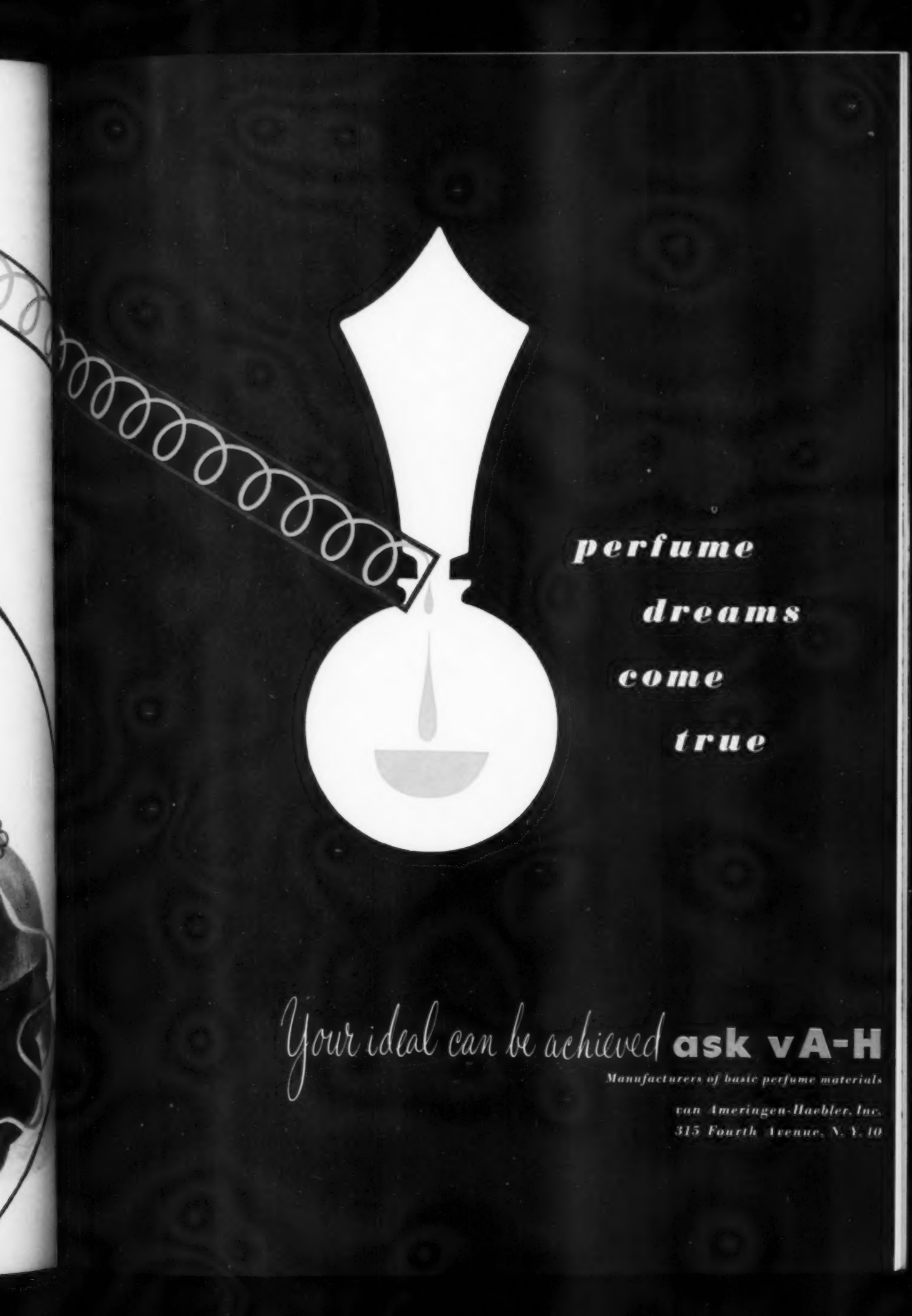
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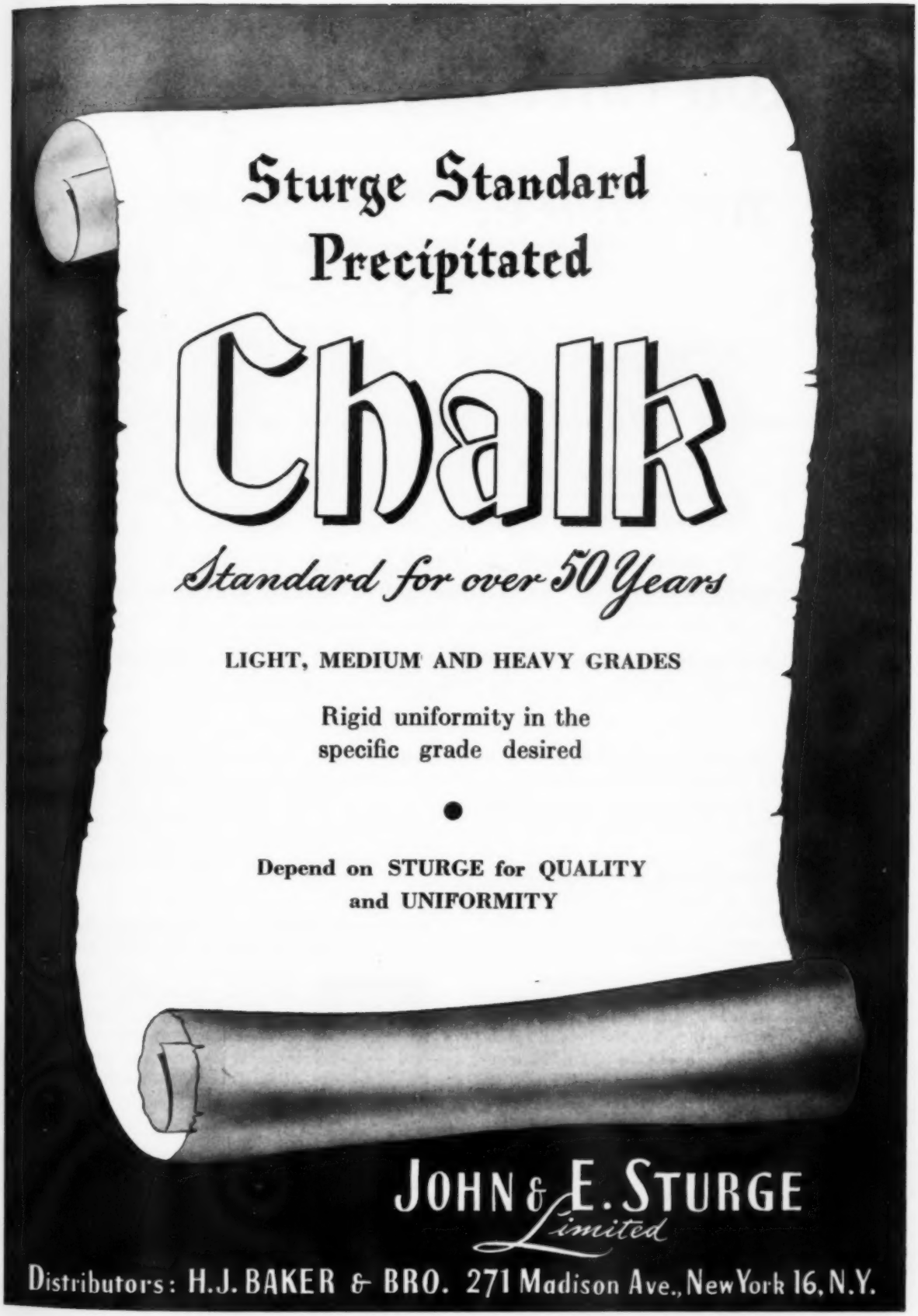
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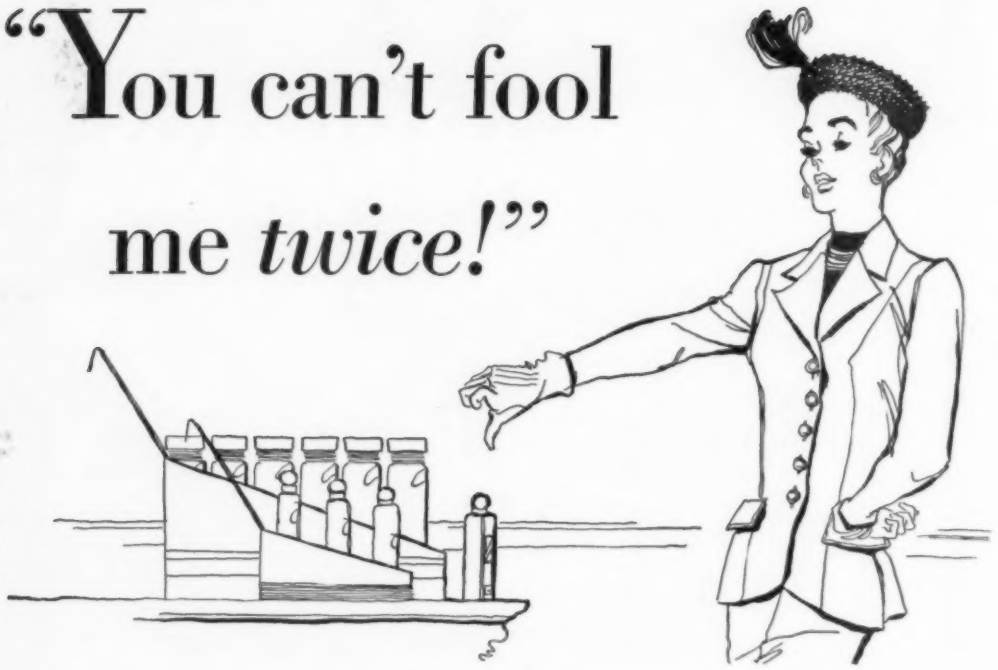

An attractive container, which conceals a product's watery, "settled out" or curdled appearance, may help make a sale—the FIRST time. But a disappointed user can't be sold again. Give your product an even distribution of color and body that lasts . . . with Kraystay.

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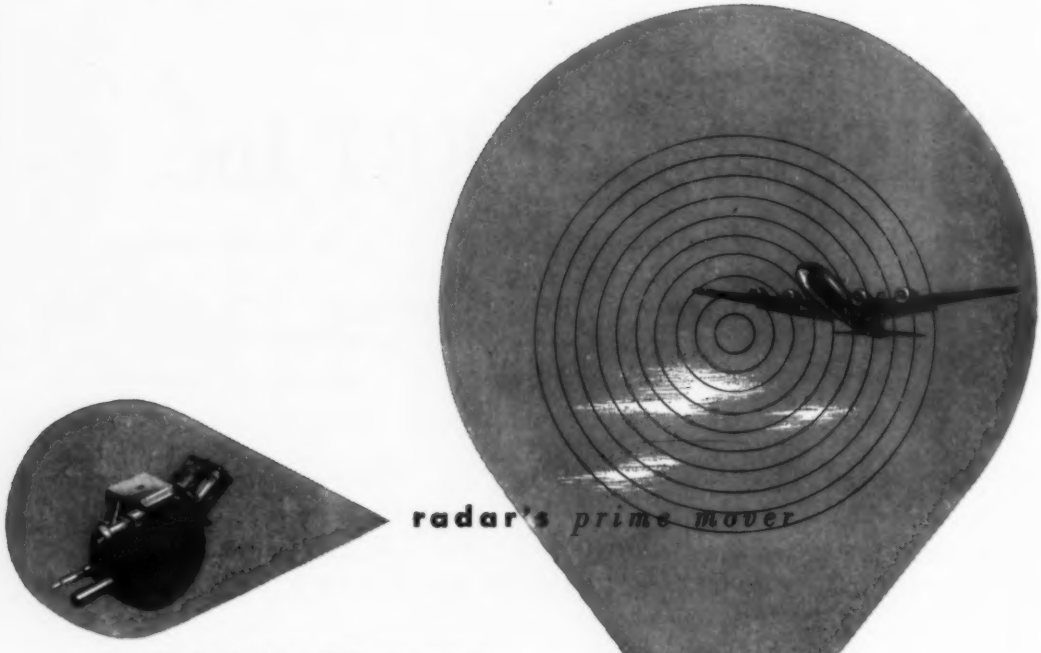

radar's *prime mover*

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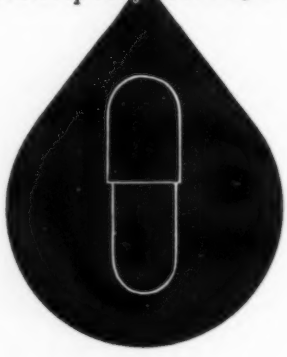
yet there is nothing new about its principles, **except their application**



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Owners of private formulae for vitamins approve Strong Cobb's dynamic manufacturing which produces medicaments of elegance to obviate customer resistance. Unpleasant taste and odor are removed. The resulting vitamin passes the critique of the most discriminating.

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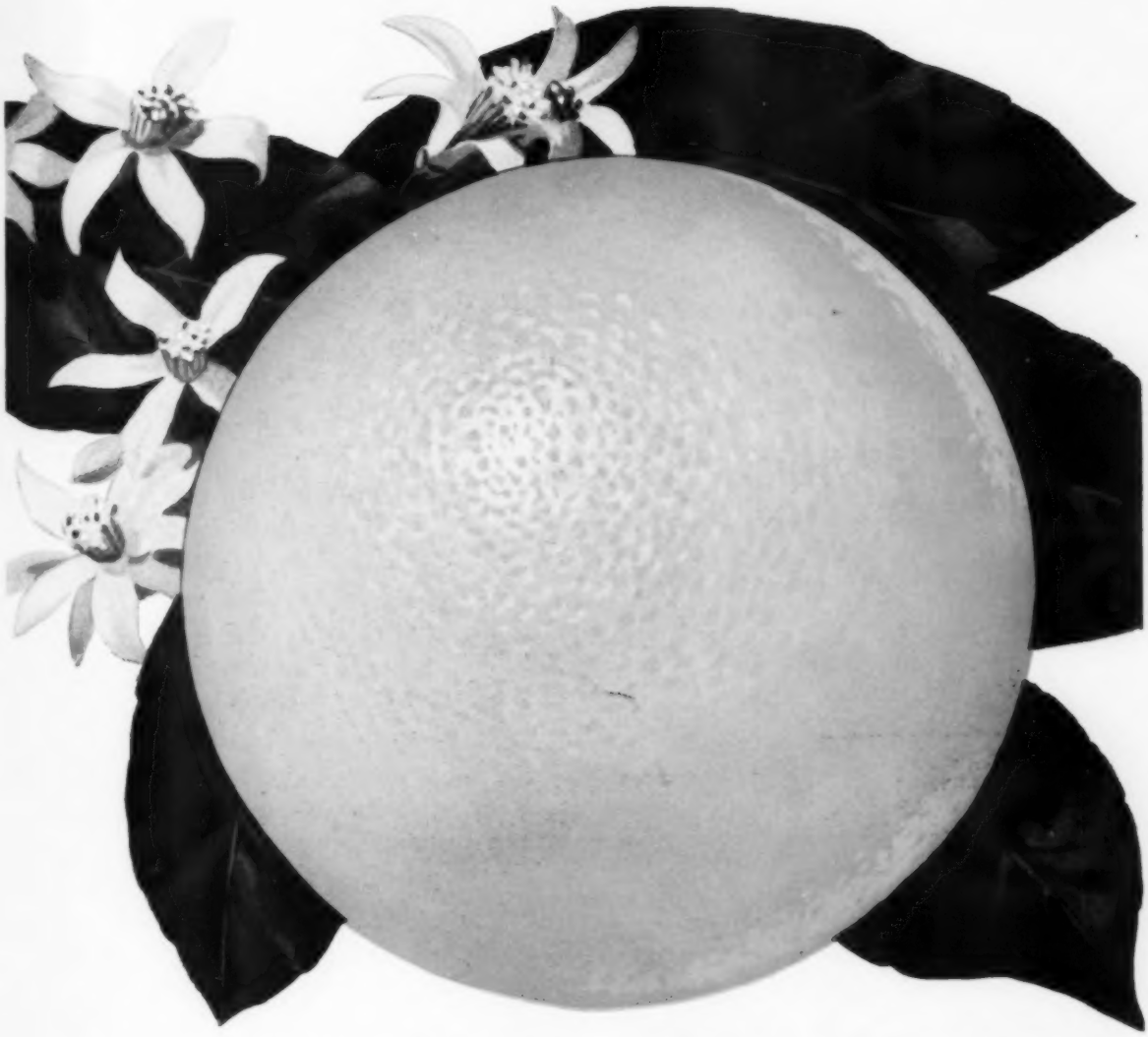

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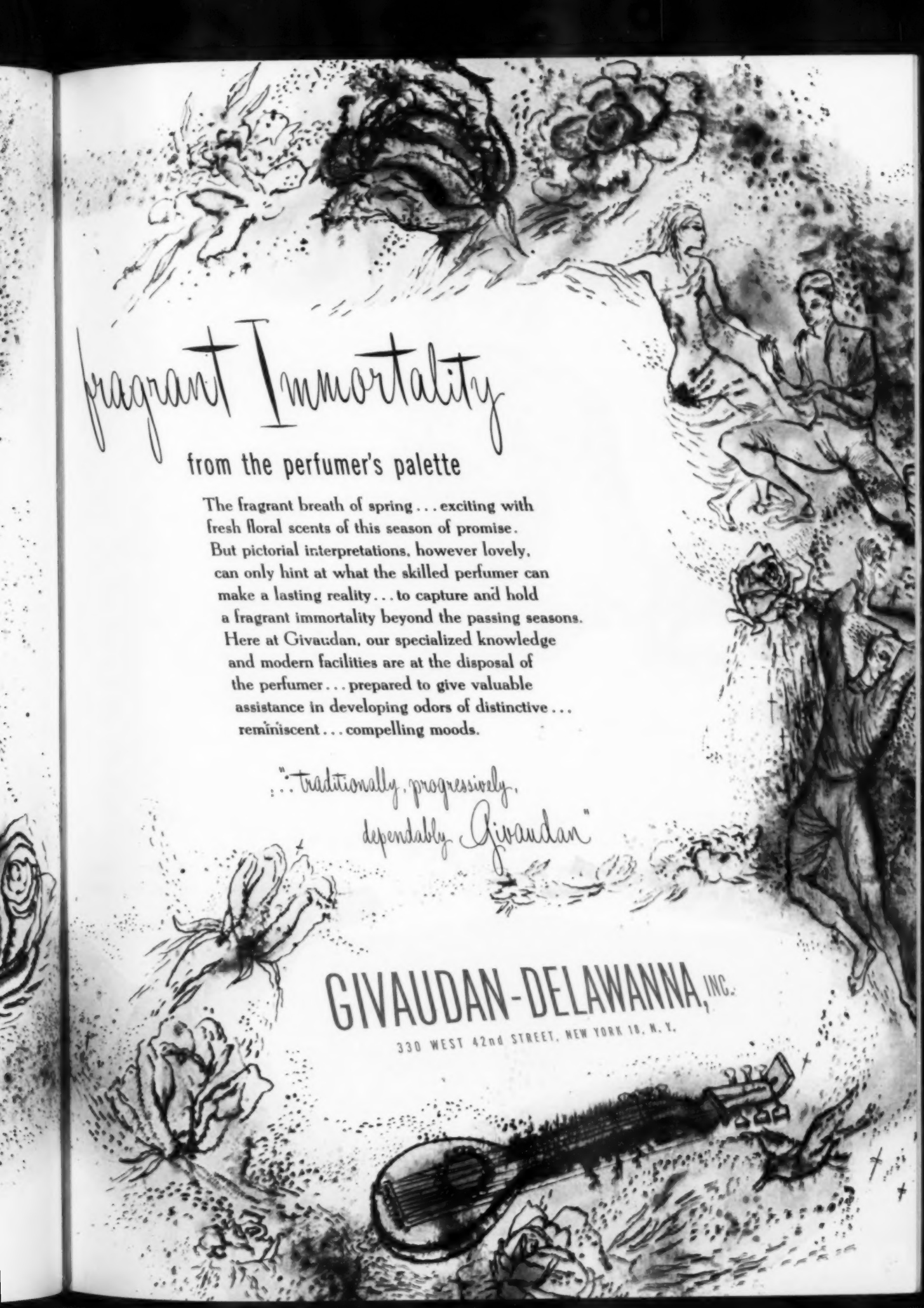
fragrant Immortality
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The fragrant breath of spring . . . exciting with
fresh floral scents of this season of promise.
But pictorial interpretations, however lovely,
can only hint at what the skilled perfumer can
make a lasting reality . . . to capture and hold
a fragrant immortality beyond the passing seasons.
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and modern facilities are at the disposal of
the perfumer . . . prepared to give valuable
assistance in developing odors of distinctive . . .
reminiscent . . . compelling moods.
". . . traditionally, progressively,
dependably Givaudan"
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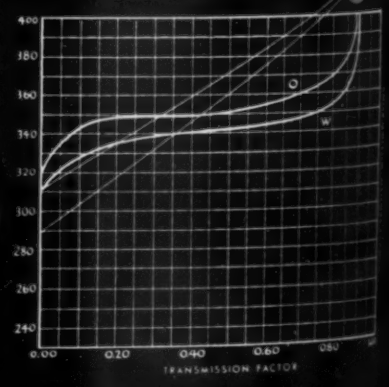

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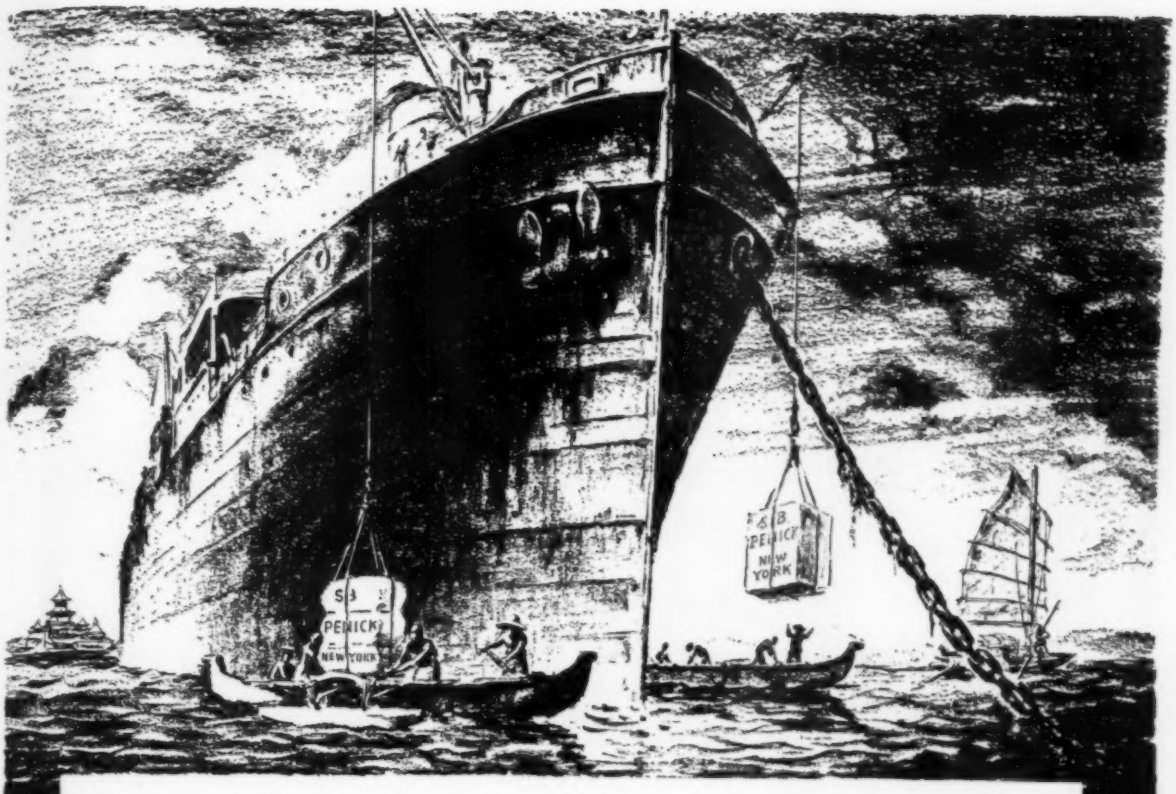

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objectives and perspectives

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These, in brief, are the objectives and perspectives to which we tenaciously adhere. And, we harbor the notion that your ship will come in provided you engage... the *right* skipper.

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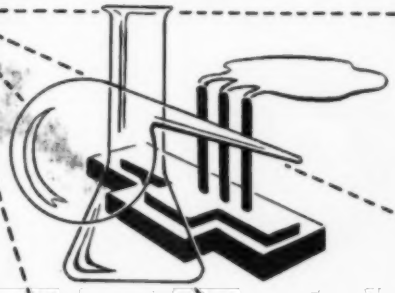
5 *important reasons why Totus emulsion is unequalled . . .*



- IT IS ABSOLUTELY GREASELESS (will not stain or rinse off)
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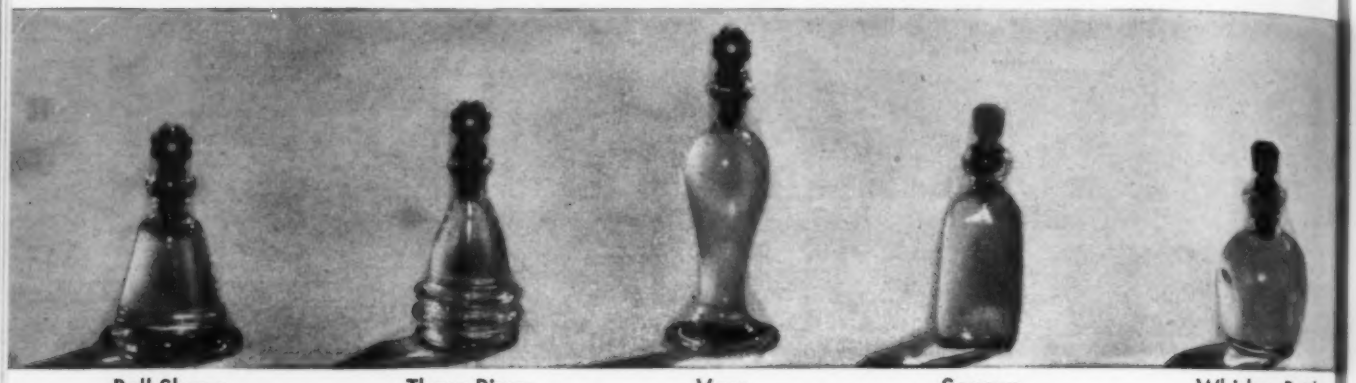
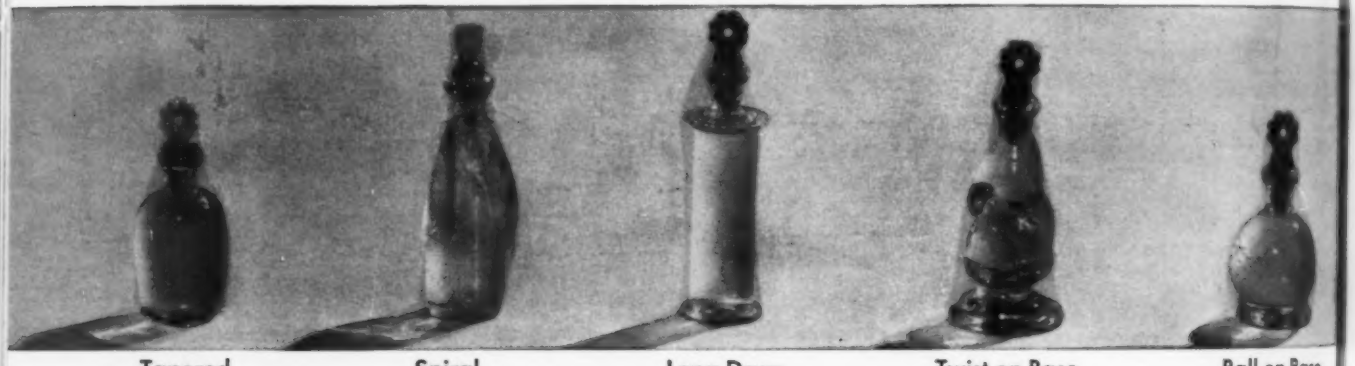
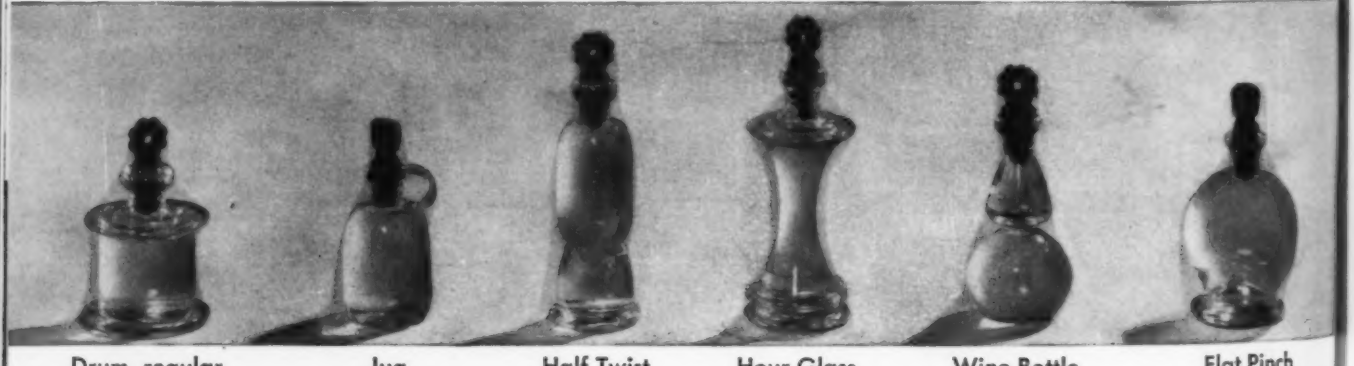


Bell Shape — 1 dram only
Three-Rings — 1 dram only
Vase — 1 dram only
Square — 1 dram only
Whiskey Bottle — 1 and 2 drams, ½ ounce



Tapered — 1 and 2 drams, ½ ounce
Spiral — 1 and 2 drams, ½ and 1 oz.
Long Drum — 1 and 2 drams, ½ and 1 oz.
Twist on Base — 1 dram only
Ball on Base — 1 dram only



Drum, regular — 1 and 2 drams, ½ and 1 oz.
Jug — 1 dram only
Half Twist — 1 dram only
Hour Glass — 1 dram only
Wine Bottle — 1 and 2 drams, ½ ounce
Flat Pinch — 1 and 2 drams, ½ ounce

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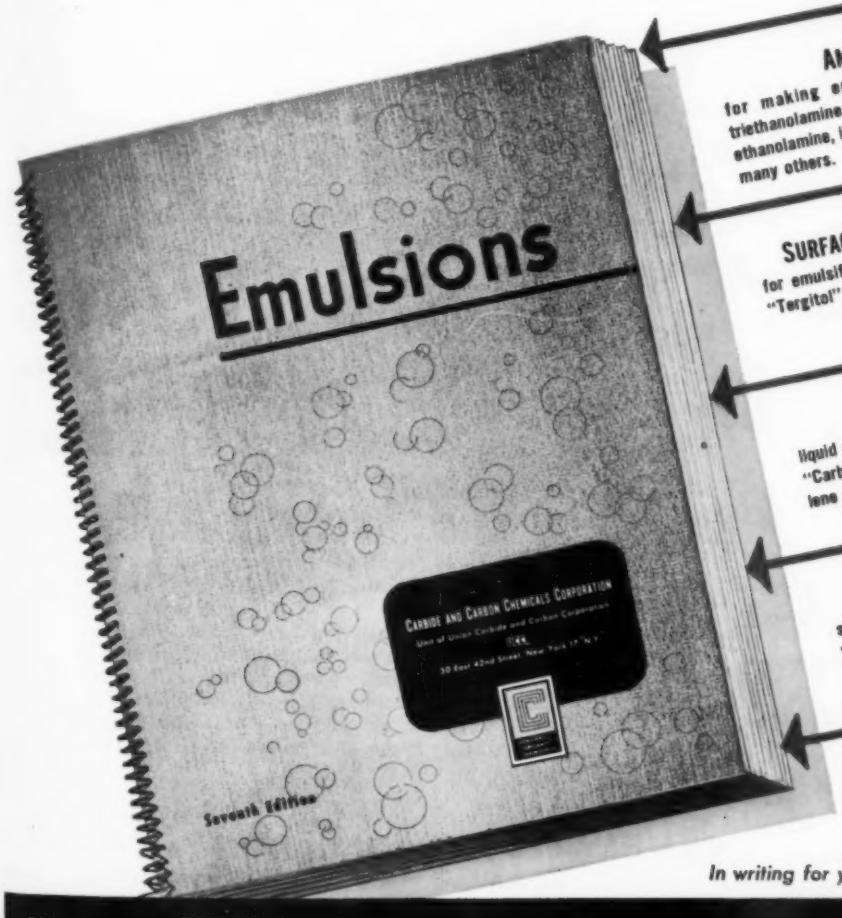

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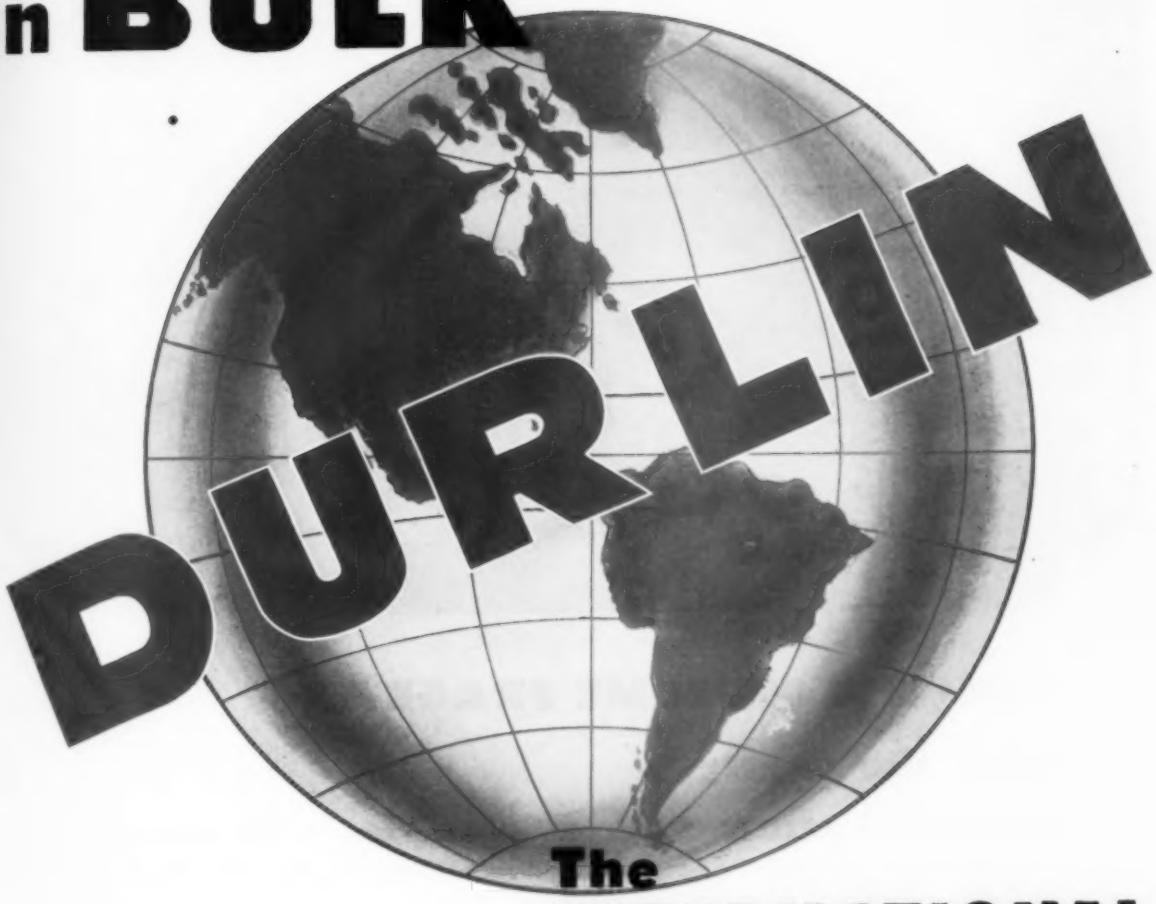

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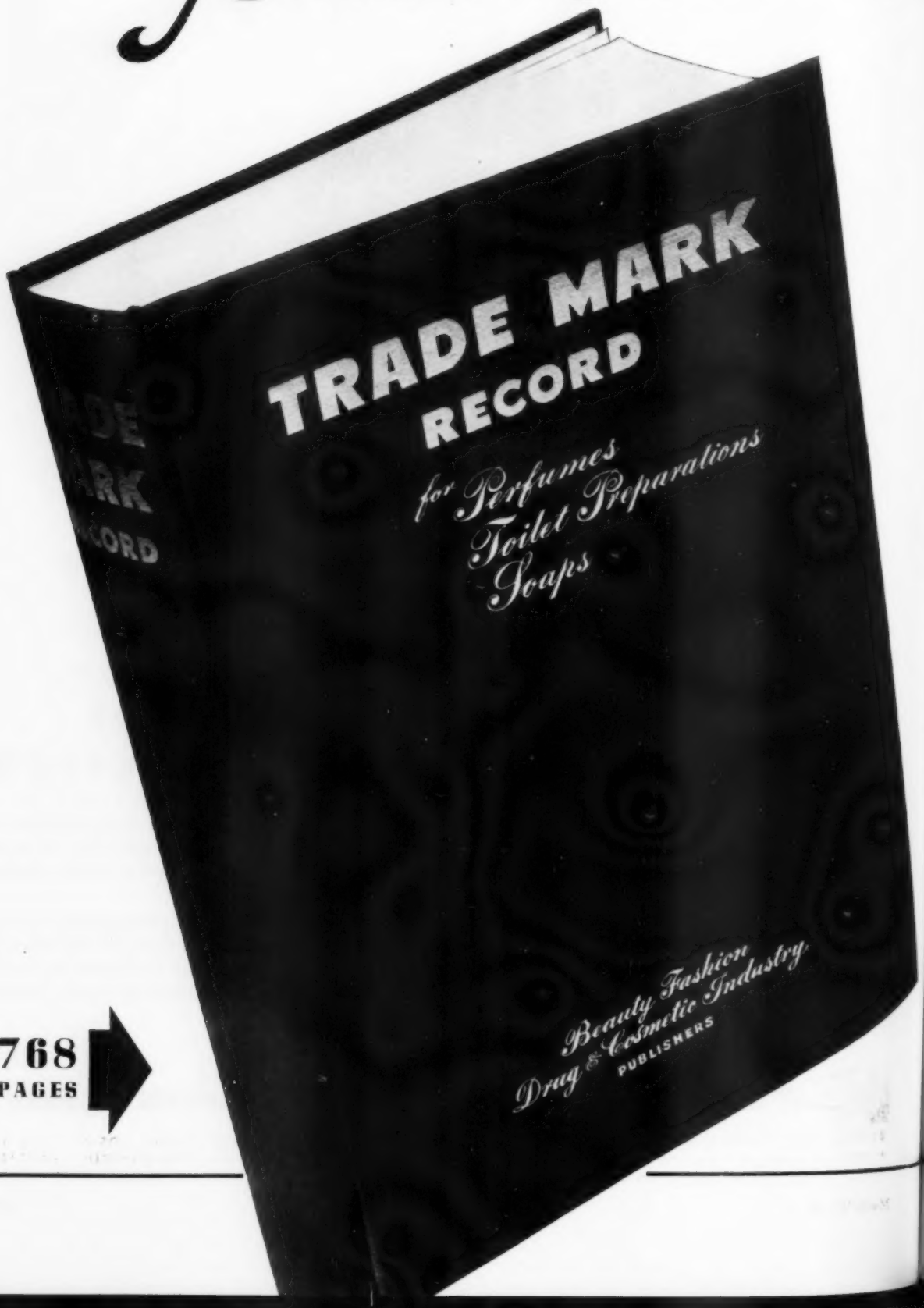

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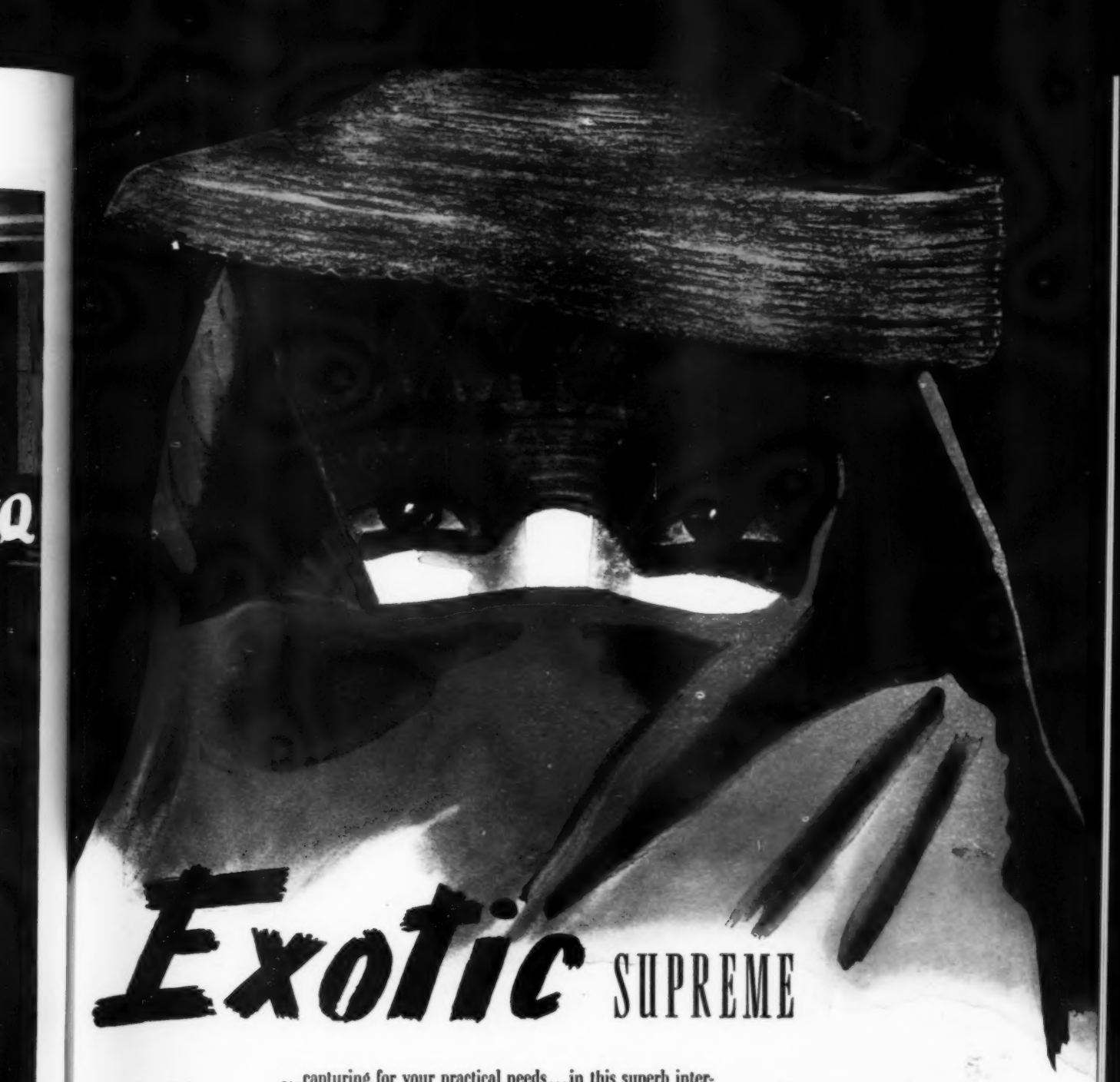

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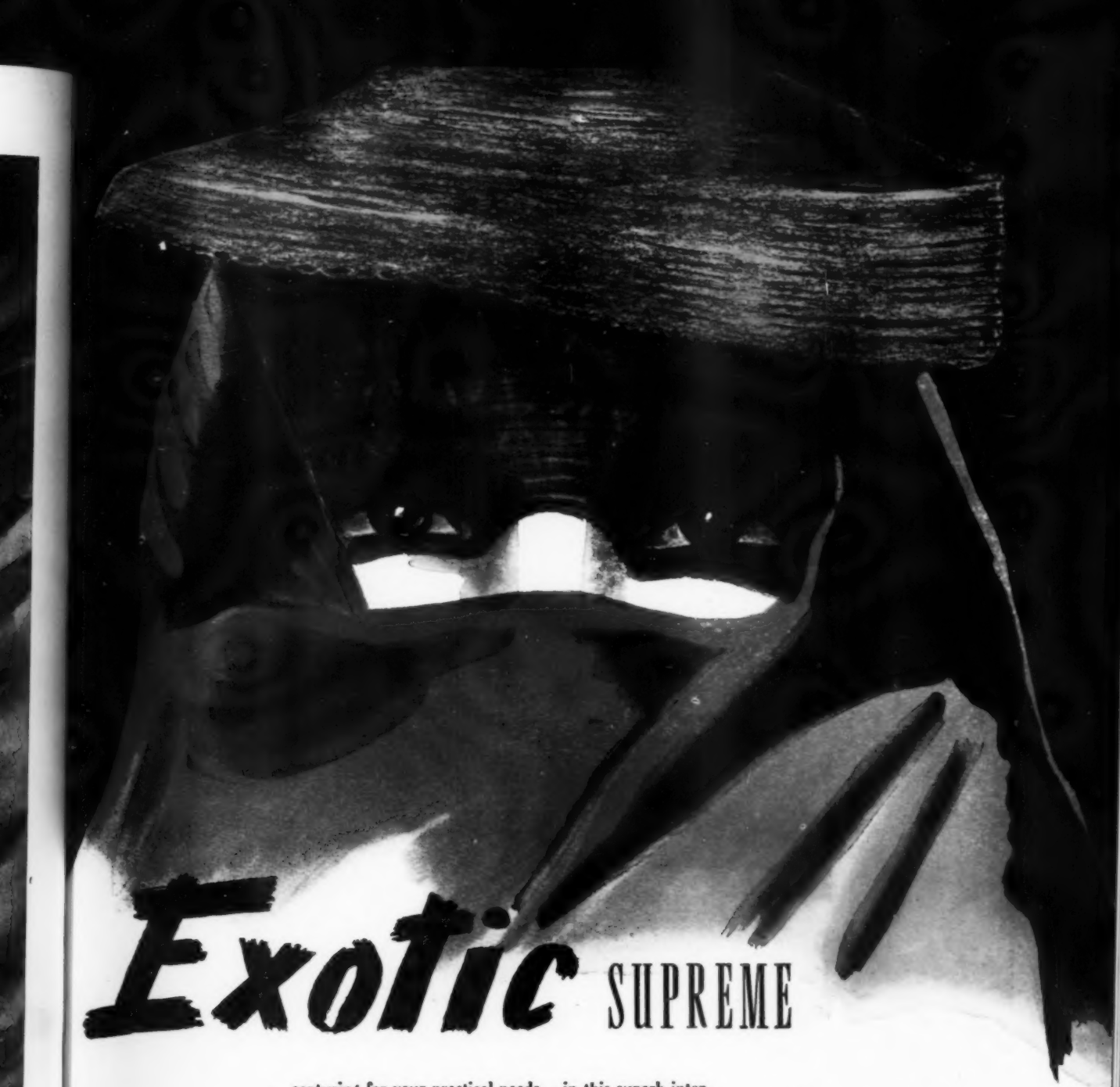

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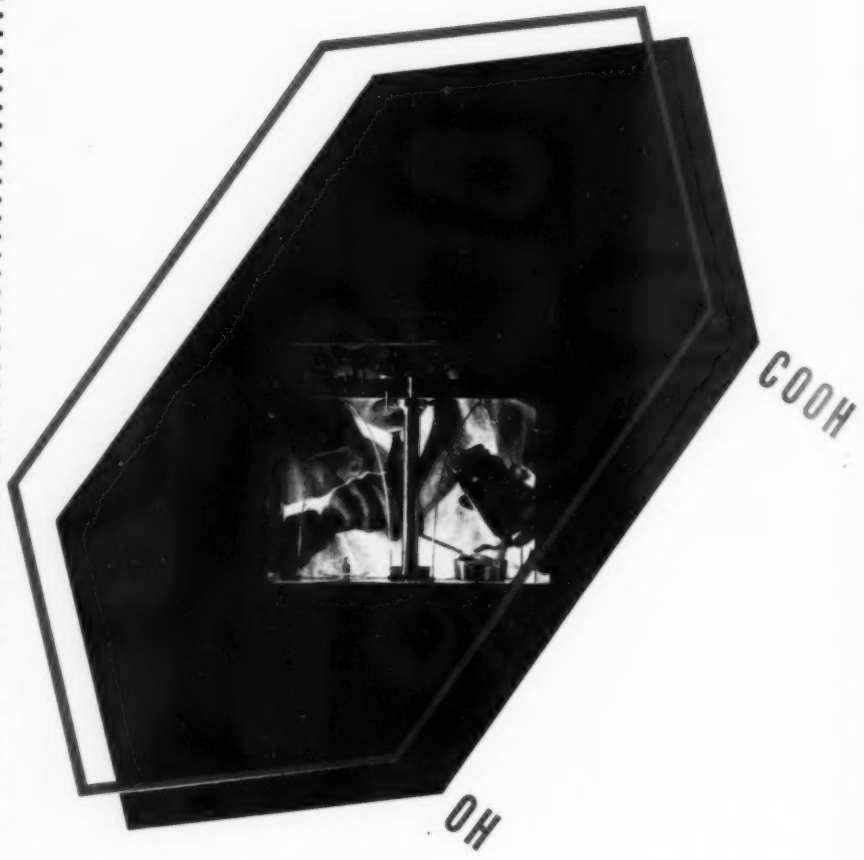

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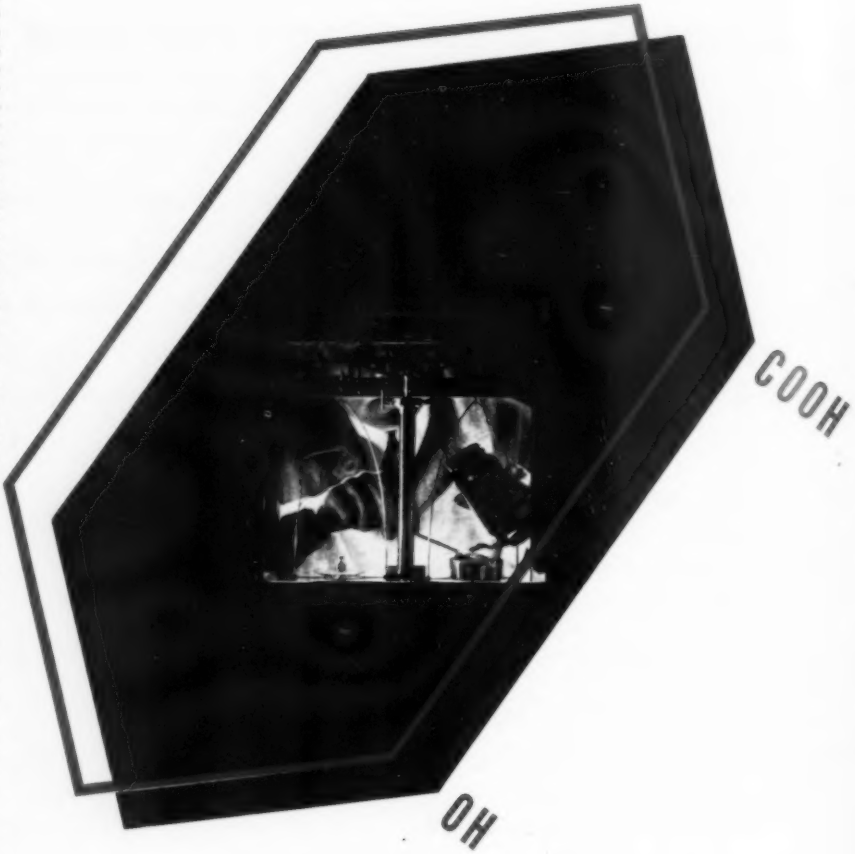
- Sodium Salicylate, U.S.P.
- Sulfanilamide, U.S.P.
- Acetanilid, U.S.P.
- Salol (Phenyl Salicylate)



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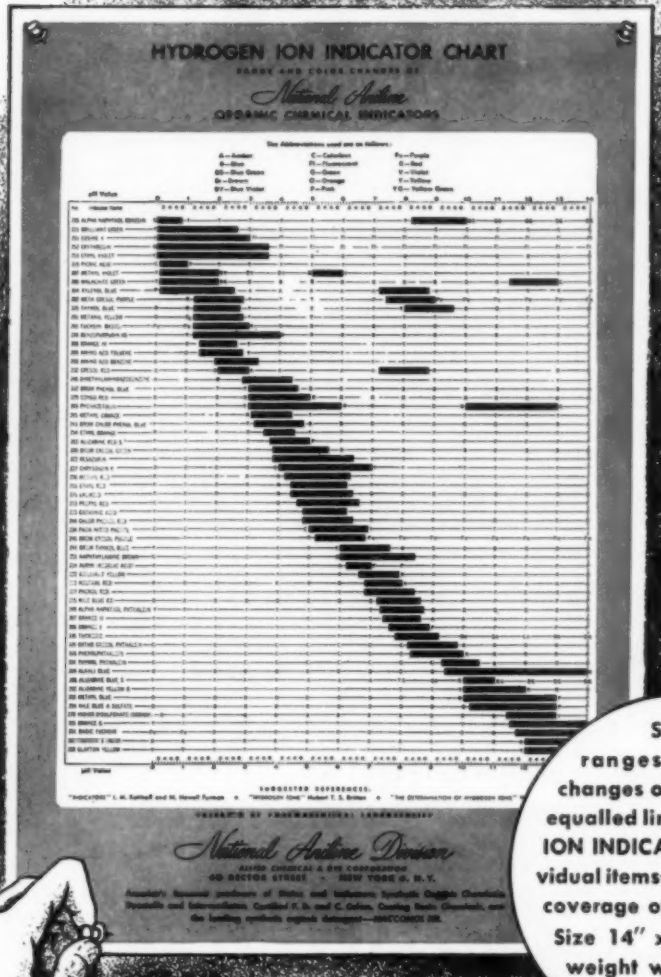

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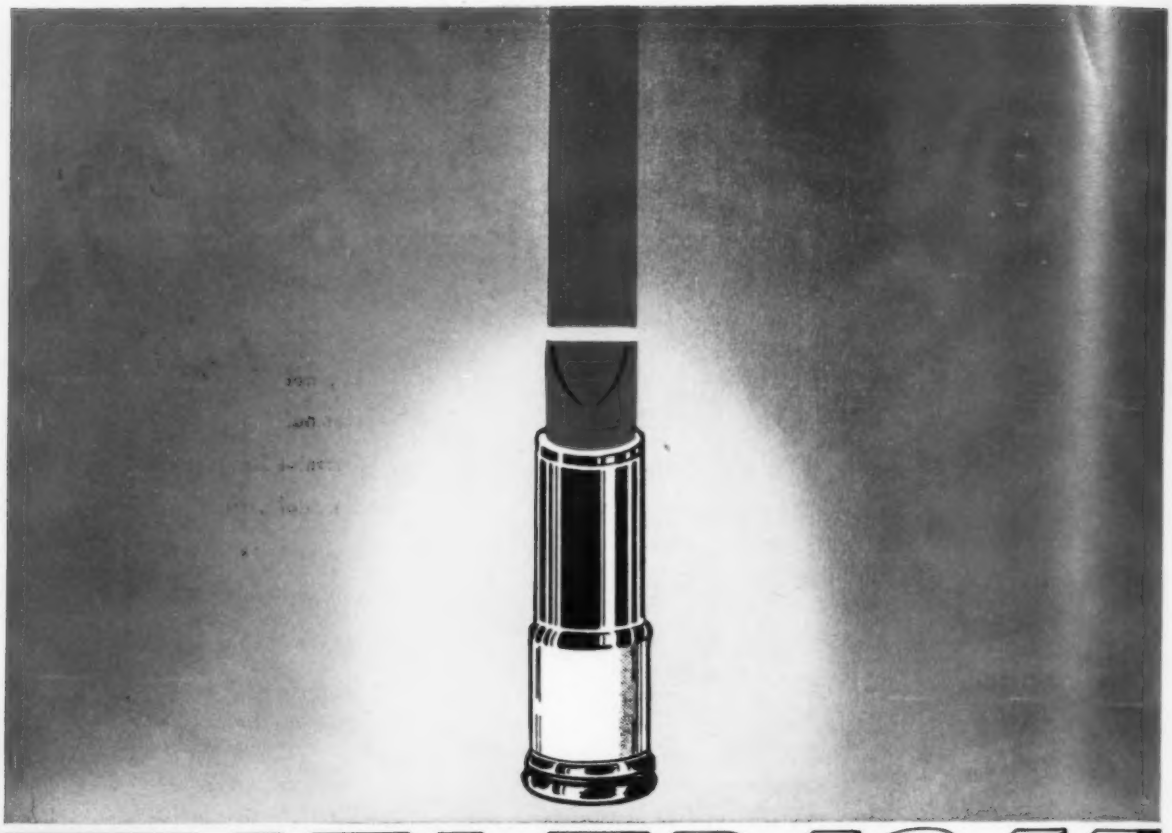

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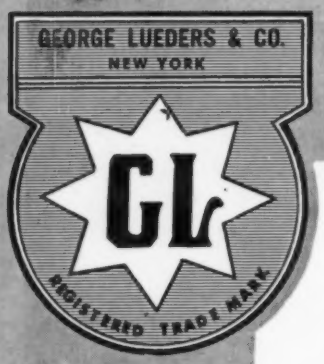

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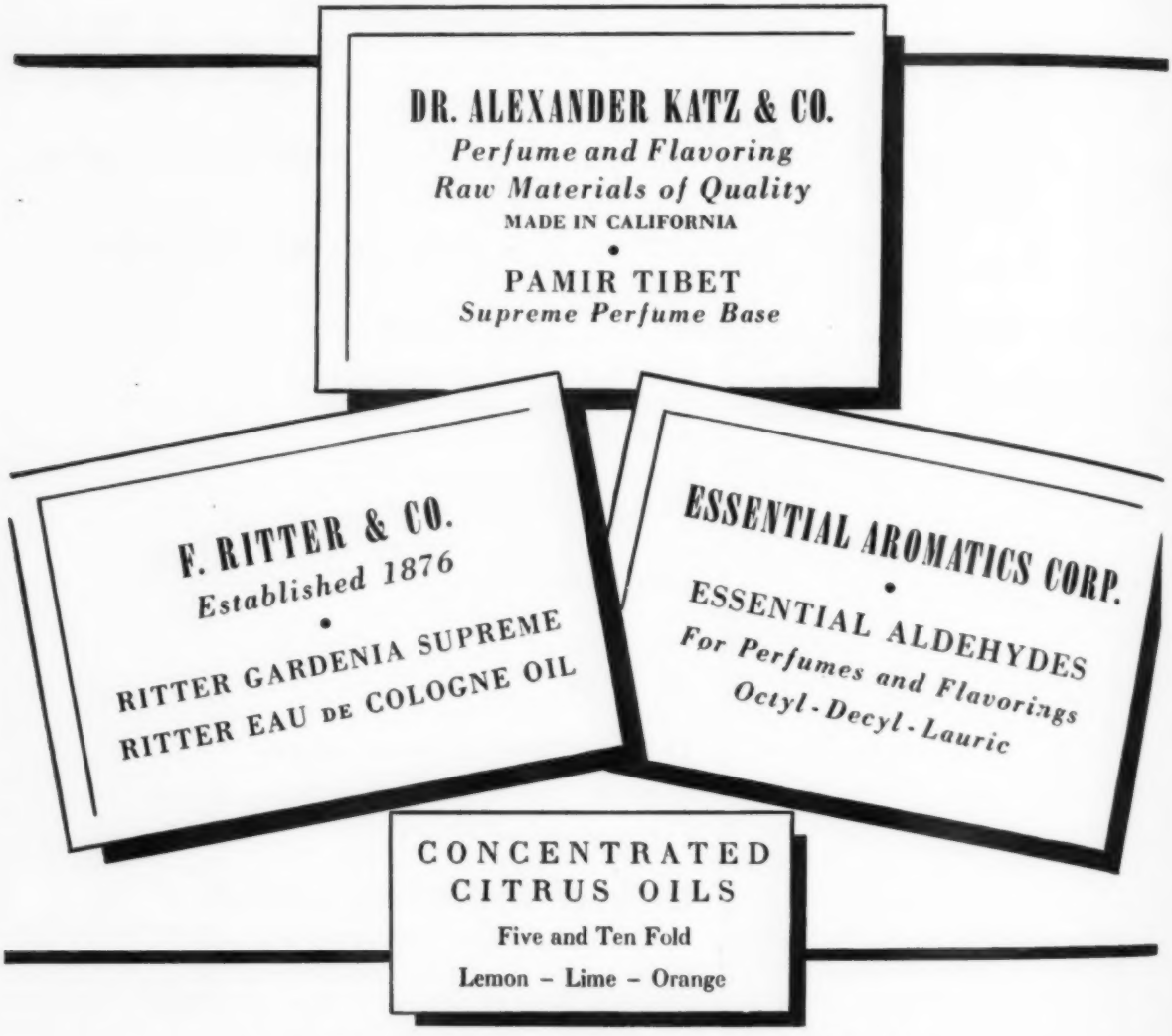
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Yes, you use an ISCO product almost every time you buy. In the food you eat—in plastics, linoleum, paints, polishes, in almost everything—there's an ISCO chemical, gum or wax. Among the ISCO products for making finer cosmetics are absorption bases, boric acid, china clay, cream bases, gums, magnesium carbonate, talc, waxes, borax, potash, soda, lanolin, stearates, wetting agents and some really remarkable surface active agents.

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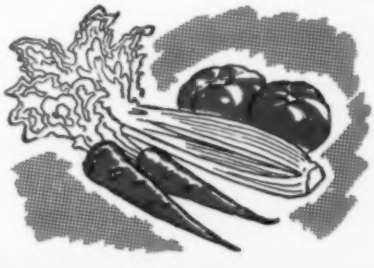
ISCO products are widely used in the food industry to help produce better, tastier, cleaner, more attractive foods. Grapefruit, apples, potatoes are polished with ISCO waxes. ISCO gums are used in huge quantities in cheeses, dairy products, salad dressings and sauces. ISCO carnauba wax helps make better jelly beans, chocolate coated nuts and similar goodies.



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"I know you haven't been here long, Foodle, but the Ajax Cosmetic Company doesn't wrap its products in old Newspapers!"

KEEPING POSTED

FDA Gets Adverse Decisions

THE Food and Drug Administration has been having some tough sledding in court decisions on matters that had been believed to have been adjudicated in previous cases. In several cases previously decided, the courts had given the Administration quite broad authority in the matter of pamphlets, booklets, and so forth, that were shipped separately from the products involved. The courts have given the word "accompanying" a rather broad meaning to include instances where the circular merely had the same origin and destination, regardless of how or when the shipments were made. However, in a case just recently decided the circulars were shipped more than two months in advance of the products. The Administration's case was based on statements made in the circulars, but the lower court ruled that such circulars could not be considered as accompanying the product, and the Ninth Circuit Court of Appeals upheld this decision and ordered the dismissal of the prosecution.

In another case a manufacturer of macaroni had shipped into the State of Arizona a large quantity of this product. Some of it remained in the unbroken packages on the warehouse shelves for a period of about two years. At the end of that time the material was found to be infested with weevil, and the FDA seized the product The lower court ruled that there was no proof that the product was adulterated at the time it entered into interstate commerce, and that it had come to rest in the State of Arizona and was therefore no longer under Federal jurisdiction. The Ninth Circuit Court of Appeals upheld this decision, and the Supreme Court refused a writ of certiorari. The FDA is strongly considering going to Congress in an attempt to secure an amendment to the Food, Drug and Cosmetic Act to allow them to remove products such as this from the market.

Decisions such as these are naturally a serious setback for the FDA who have quite generally been able to control the matter of circulars shipped separately from the products, and who have been quite well able to seize below standard goods whenever they chose to do so. There is much in the contention of the FDA that they should be able to do these things, and an amendment to the Food, Drug, and Cosmetic Act to extend their powers in these ways might well be enacted.

Inflation Note

THERE is a rumor floating around that the Federal Government is planning to mint new coins of denominations of 2½, 12½, and 15 cents, to facilitate price increases.

German Cosmetic Formulas

ORIGINAL formulas for hundreds of Germany's best face creams, perfumes, soaps, hair tonics, shampoos, and other cosmetics, as well as full information regarding German developed synthetic waxes, oils, emulsifiers, and aromatic chemicals are available in a report prepared for the Technical Industrial Intelligence Division by Dr. Stephen A. Karas, consulting chemist of New York, formerly associated with Helena Rubinstein, Inc. The formulas were obtained in Germany from such leading producers as I. G. Farbenindustrie, Agfa, Schimmel, Heine, Mousson, and Haarman & Reiner. During the shortage of foreign raw materials, Germany developed various synthetic products for the cosmetic, perfume, and soap industries. The synthetic glyco waxes and the cholesterol which they developed were considered superior to natural products. Cholesterol formed the base of the famous Nivea vanishing cream, and two of the most popular German perfumes were made with natural oils used in conjunction with aromatic synthetics. In the manufacture of hair preparations, tooth paste, and soaps, both Heine and Mousson developed compact apparatus which resulted in faster production as well as economies of space and labor. Diagrams of the apparatus are included in the report.

Orders for the report PB-47256 (German Cosmetic, Perfumery and Soap Formulae, 109 pages, microfilm, $3) should be addressed to the Office of Technical Services, Department of Commerce, Washington 25, D. C. and should be accompanied by remittance made payable to the Treasurer of the United States. Mimeographed copies may be purchased for $5 each from Hobart Publishing Company, Box 4127 Chevy Chase Branch, Washington 15, D. C.

FDA and Abortion Products

THE FOOD and Drug Administration is waging a vigorous campaign against drug products used to bring about abortions. Dr. Gordon A. Granger, gynecologist of the FDA said that according to the best medical evidence, one out of every three pregnancies in this country ends in some type of abortion. While some are natural miscarriages or therapeutic abortions to save the life of the mother, most are criminal, he said. It is impossible to obtain exact figures, according to Dr. Granger, but surveys show that the one-in-three ratio is a reliable estimate. These surveys also indicate that the rate in the cities is about twice that of the rural areas.

The FDA started fighting abortions in 1941, waging a successful drive against a flourishing business in pastes based on a formula introduced into this country by Adolph Schickert, a German. Schickert was sent to prison and in 1945 was deported. The German, according to Dr. Granger, brought the paste to this country after it caused so many deaths in Germany that it was banned. There are no reliable figures on the number of deaths due to abortions, the Census Bureau's latest figure being 993 in 1944 from this cause.

In addition to campaigning against the pastes, the FDA is also campaigning against mouth drugs, or emmenagogues sold but not specifically labeled for abortions. In the past year action was taken against twenty-five preparations of this type. Dr. Granger said that no combination of drugs taken by mouth can be effective for abortion, but the emmenagogues are dangerous because many panicky women take overdoses.

Ahead of the Trend?

WE NOTE that Walter Conklin resigned his position as salesman for Evans Chemetics to become purchasing agent for Alexandra de Markoff, recently purchased by Herman L. Brooks. We wonder if Walter is sensing the return of the buyer's market and thinks that purchasing agent will soon be a much softer spot than salesman in the years that lie immediately ahead.

Science Marches On!

FROM the Journal of the American Medical Association we quote the following passage from the book, "100,000,000 Guinea Pigs," discovered, according to the Journal, by "O. D. B., West Virginia:"

Further illuminating evidence on the danger you run when you rely on the claims of manufacturers of widely advertised antiseptics, particularly those used to prevent or treat infections of the nose and throat, is found in a recent article on nose and throat disinfectants by Jean Broadhurst, a bacteriologist at Columbia University. She writes:

"Recently, I called upon a convalescent friend and found him having his nose and throat sprayed to check an incipient sore throat. 'I can't have another illness on top of this one, he explained. 'But that's what you are going to have,' I rejoined, 'unless you change your spray.' I could speak positively, because I had already read the label on the bottle from which the nurse had filled the atomizer, and was horrified to recognize a preparation we had found was loaded with spores of penicillium or blue mold. It is quite unusual to find that preparations sold as disinfectants are themselves carriers of objectionable organisms. The difficulty more often encountered is that they have little or no power to kill the bacteria or molds present on the tissues to which they are applied."

Norwich Plans Acquisitions

NORWICH Pharmacal Company announces the adoption of "a gradual and conservative expansion policy." Scientific research will be extended, new products will be introduced and established businesses in the field of packaged consumer goods will be acquired." As part of this policy, it is announced that Knox Ide has been appointed general counsel for the company, "to take an active role in the planning and direction of the expansion and acquisition program." Mr. Ide is a director of numerous other corporations including American Home Products, Pal Blade (chairman), American Machine & Foundry, International Cigar Machinery.

Protecting Our Industries

PRESIDENT Truman has recognized the possibility of lowered tariffs granted other countries in reciprocal trade agreements seriously damaging our domestic industry. For this reason he has ordered that in every trade agreement entered into in the future there shall be a clause allowing the concession to be withdrawn in the event that imports are damaging the domestic industry involved. This seems to be the only sensible thing to do for after all, even though we are going to make concessions to other countries to build up world trade, we are not, and never intend to be a free trade country, and we certainly do not want our domestic industries destroyed.

Avoiding Portal-to-Portal Claims

TO AVOID future claims in portal-to-portal claims, industry must pay in full for substantial amounts of time expended in the employer's interest and subject to his control, says the Labor Relations Institute. Some of activities of this nature are as follows:

1. Walking from one department to another, or walking anywhere on the plant premises if it is necessary to the performance of the job.
2. Changing into work clothes or a special uniform, if the company or the nature of the work requires it, and if the total time so taken normally exceeds five minutes per day.
3. Checking equipment, supplies and materials.
4. Time spent receiving instructions from the foreman.
5. Waiting "on call" inside company premises.
6. Waiting in line for paycheck.
7. Eating lunch on plant premises, if workers are not allowed to leave work area.
8. Time spent discussing a grievance with the foreman, or in appearing before the grievance committee during working hours.

Lower Movie Prices

THE Paramount Theater, deluxe moving picture palace at Times Square and 43rd St., New York, recently announced a reduction in prices due to business falling off as a result of a decline from the swollen incomes of the war period. The new morning price is 55 cents to 1 o'clock, instead of 70 cents until 11 o'clock. Afternoon and evening prices are also lower. The management explained that bobby soxers and other early patrons had been staying away because prices were too high for family incomes that had shrunk since the war. Also an official of the theater said: "We are cutting prices to bring back the women shoppers, the salesmen, and the band fans, to the morning shows especially." In other words, the theater seeks to keep the bobby soxers away from school, the salesmen away from work, and the women away from the stores. Who do these movie guys think they are anyway? And what is the salesmen's union going to do about keeping their men out of the movies in the day time?

Finished Products Presciptions at 50%

WITHIN the past fifteen years the percentage of prescriptions written for preparations completely finished by the pharmaceutical manufacturers has doubled so that it now stands at 50 per cent, according to E. Allen Newcomb, executive secretary of the National Wholesale Druggists' Association. Mr. Newcomb said it is estimated that the more than 150,000 practicing physicians in this country wrote 340,000,000 prescriptions last year, and of this total, it could be assumed that 170,000,000 prescriptions called for already manufactured specialties, such as penicillin, streptomycin, hormones, amino acids, and therapeutic vitamins. The estimate is based on a private survey of over 13,000 prescriptions in 67 typical drug stores in the midwest that showed the fifty per cent average. A more complete study is now under way by the Pharmaceutical Survey of the American Council on Education.

Health Bills and the FDA

IN ADDITION to the bill introduced in Congress by Senators Taft and Fulbright which would set up a Department of Health with a physician, as an assistant secretary, in charge of hospitals and the Food and Drug Administration, a second bill has been introduced by Senators Taft, Ball, Smith, and Donnelly, Senate Bill 545. This bill provides for a a National Health Agency, which will be an independent executive agency, not apparently headed by a Cabinet secretary as in the case of the first bill. The bill provides for the consolidation under this agency of the Public Health Service, St. Elizabeth's and Freedman's Hospital, Children's Bureau of the Social Security Administration, and the Food and Drug Administration. Its provisions are sufficiently broad that undoubtedly health units in other departments would be transferred to the new agency. It provides that the agencies would be headed by an "outstanding physician" with a salary of $15,000 per year. Provision is also made for the construction of a $2,000,000 National Institute of Dental Research to be operated in conjunction with the National Institute of Health, a unit of the U. S. Public Health Service. Provision is also made for $10,000,000 for cancer control, and for a yearly expenditure of $200,000,000 for general medicine, surgical and hospital service, and $20,000,000 for dental service. Complete control and administration of the medical and dental care would be left with the state and local governments. It is said that this bill was prepared and introduced after consultation with members of the A. M. A.

Senator Taft is apparently sponsoring both bills, either one of which would provide the Food and Drug Administration be under the supervision of a physician.

Ball Pen Fun

FUN in the ball pen market really started in New York when Macy bought a lot of discontinued models of Reynolds pens and offered them at 98 cents each, against a former price by Gimbel (who introduced the first ball pen, and it was made by Reynolds) of $3.33 each. Gimbel immediately cut the price to 94 cents, whereupon Macy cut the price ten cents to 88 cents. Gimbel also cut ten cents to 84 cents. At these prices enormous quantities were sold, Macy selling 100,000 pens in a single day. Milton Reynolds received orders for $5,000,000 worth of pens in five days, and decided that there was a good market for a ball pen around $1.00, and that he would resume production rapidly on the pens that he had decided to discontinue.

FWDA to Atlantic City

THE FEDERAL Wholesale Druggists' Association at its midwinter meeting held early this month changed its mind about going to Murray Bay for its fall meeting in September. Instead the FWDA will meet in Atlantic City in September just before the meeting of the National Wholesale Druggists' Association which will also be held at Atlantic City.

The Cosmetic Tax

THE cosmetic tax matter has apparently taken no new turn. At any rate, the bill to definitely perpetuate this and other so-called luxury taxes at the high war rate has not been introduced. If conditions in Congress show no change, the tax will be reverted to ten per cent on July 1, which will be of some help to this industry, but not of sufficient help. Congress must be gotten away from the erroneous conception that cosmetics are luxuries,—they are no such things, they are out and out necessities.

Fads and Fashions in Medicine

NONE other than Dr. Rene J. DuBos, member of the Rockefeller Institute for Medical Research, discoverer of gramicidin, and one of the country's foremost micro-biologists, made the following statement in addressing the New York Academy of Medicine last month.

"Fads and fashions affect the activity of men of science, as they govern the names and gossip of the drawing room or the shape of women's hats."

Inventories and A Recession

MANUFACTURERS, wholesalers, and retailers in practically every industry in this country have developed an antipathy toward inventories. True it is that many things are still in short supply and on some of these things manufacturers are working as closely as a five day inventory. But in the matter of things that can be obtained, no one seems to know just what inventory should be carried, although they very definitely know that inventories should be small. In the matter of the products of this industry, retailers refuse to carry any appreciable inventory since it is too easy to call or wire the wholesaler and get replacements. Likewise with the wholesalers, they do not feel that they should carry inventories of any great size since they can immediately get replacements from the manufacturers. The manufacturers, however, are in the frame of mind that they do not want to carry large inventories for the reason that they do not know what turn business is going to take, and prices might decline sharply giving them large inventory losses.

As an example of the same condition existing in another industry we take the production of bathing suits. This month producers of these garments warned retailers that orders amounted to less than half of the 15,000,000 annual average unit production in the industry with only six weeks left of the seven-month cutting season. And manufacturers warned the retailers that they would not carry "on their own" the burden of some 8,000,000 or more suits, the margin between present orders and average yearly output. The larger retail stores of the country are said to be ordering only some 25 to 30 per cent of their usual needs. And no more bathing suits will be made after the cutting season is over as the industry must then concentrate on sweaters for the fall business.

The peculiar part of all this is that a major recession is anticipated this year, although a minor one is a distinct possibility. But action of this sort will certainly produce a recession of greater proportions than it would otherwise be. In our own industry it was thought that once drugs and cosmetics became freely available the manufacturers would be kept busy for some little time building up inventories in retail and wholesale outlets which had become sorely depleted during the period of the war and of the post-war boom demand. However, this seems to be far from the fact, and these outlets are resisting the building up of inventories much to the surprise of everyone. However, the manufacturers themselves, in large number, are likewise opposing the building up of inventories. Maybe this is because the manufacturers and the distributive outlets have been so long without inventories that they simply cannot train their minds along the direction of determining that any sort of inventory is necessary. What such a condition will eventually mean is that everyone all along the line is going to be caught short of everything when normal demand asserts itself. Then everyone is going to holler that somehow or other a recession has set in. A recession of any sizable proportion will be largely of the own making of the business people do are willing to assume ordinary business risks simply because conditions have been abnormal for such a long period of time. But watch out for the smart guessers who are willing to take normal risks and have the merchandise when it is in demand. It will do no good to cry about it then.

Ampules for Veterinary Use

IT IS reported that the Food and Drug Administration does not make a check for free particles in ampules which are labeled "for veterinary use only." Such a condition gives manufacturers an excellent chance to market the ampules which they themselves reject in their inspection. All they have to do is to label these rejected ampules "for veterinary use only" and market them in this field. This should cause a great increase in the amount of ampules available for veterinary use, and it might drop the price of these preparations for this use. Also, if the rejects can be gotten rid of this easily, then efforts to bring about more complete absence of particles in ampules as they are produced might slacken.

That Fair Trade Practice Conference

WE HAVE not heard anything further about the promised fair trade practice conference of the cosmetic industry which the Federal Trade Commission planned to hold early this year. Already the first quarter of the year is almost at an end, and the only information we get is that the conference has been delayed, with no prediction as to when it will take place. Any number of reasons can be surmised for this, but there is no way of telling what the real reason is.

F.T.C. and Advertising

THE FEDERAL Trade Commission has withdrawn the permission for advertisers to use the warning: "Caution: Use Only as Directed" in their advertisements. However, no one seems to know just where this leaves the advertiser. Does the advertiser now have to give full instructions in the advertisements for all uses mentioned in the advertisements, as was thought might have to be done before the law became effective? It is said that the Commission has taken this step to prove to Congress that there is no overlapping of powers between the FTC and FDA, since if the warning statement appeared in the advertisements then the FTC would have to back this up by knowing and controlling what was on the label. If full information has to be given in advertising rather than a mere reference to the labeling, its going to be a tough world for copy writers. Well-known products will be able to get by by giving no information. We remember before the act became effective by being told that Bayer's Aspirin advertising could be written with nothing but the name and the famous Bayer Cross.

Chain Store and Mail Order Sales

CHAIN stores and mail order houses did more than one-fifth of the total retail business of the nation in 1946, says the Department of Commerce. Sales of these outlets are valued at $21 billion, an increase of 29 per cent over the previous year, the increase being attributed to "both higher prices and generally more goods sold."

FDA Stopped in Home Seizure

RECENTLY the Food and Drug Administration attempted to seize a device in the home of a purchaser, but the particular Federal Judge before whom the action was brought refused to allow the seizure, making the following statement: "I have done this because I gained the impression during the War, and the impression has been strengthened since hostilities ended, that it is time for Federal Judges to dust off the Constitution." In its annual report, the Food and Drug Administration states that violations of the false and misleading claims for proprietary medicines lessened during 1946, and that many of the cases brought were based on representations made in the accompanying printed matter. Therefore, manufacturers should anticipate a much closer check on the statements made in their circulars.

Working on U.S.P. XIV

THE Revision of the U. S. P. moves fast these days. U. S. P. XIII has not yet been published, the Scope Committee has already been meeting on compilation of U. S. P. XIV. As is well known, revision of the U. S. P. takes place every five years now instead of ten years as was the case a comparatively short while back, U. S. P. XI being the last revision following a ten-year lapse. A forty-page questionnaire has been prepared listing all of the items listed in U. S. P. XIII and N. N. R. 1946, and also listing numerous other medicinal substances believed worth of consideration. These are arranged according to their medical use and the physicians answering the questionnaire are asked to express their opinions of values. The questions asked are: 1. Is the substance essential in medical practice?: 2. If not essential is it of high value?; 3. Is it of questionable value? The questionnaire was sent to about 150 specialists who were asked to express their views on the medicines essential in their fields of practice. They were also asked to add any drugs not listed which they considered of high value.

In addition to the 150 specialists, the questionnaires also went to all medical colleges in the United States to obtain, if possible, the group opinions of the medical staffs. It also went to members of the A. M. A. Council, the Food and Drug Administration, the U. S. Pharmacopoeial Commissions of Peurto Rico, the Phillipines, and Cuba, and, through the aid of the Pan American Sanitary Bureau and the several embassies in Washington, to the National Health Officers of all Central and South American countries.

The Scope Committee will meet again next fall when additional data will be available and admissions to the U. S. P. XIV will be finally decided.

D.S.C. Purchases Cut in Half

SPEAKING of caution being shown in the accumulation of inventories, the meeting of the Druggists Supply Corporation opened so slowly that at the end of the first day of the five day meeting at the Pennsylvania, New York, George F. Gardner, executive vice-president of Druggists Supply Corporation, estimated that orders booked during the entire week would be closer to $750,000 than to the $1,5000,000 business done at previous shows. There were 103 wholesale druggist members on hand at the meeting to view 162 lines exhibited by the suppliers, the biggest display since before the war. All lines at this show are drug sundries, and, according to buyers, there was offered this year a good deal more merchandise than was offered last year. Still hard to get were clocks, scales, scissors, manicure instruments and metal goods generally. Hair brushes and bristle goods generally showed a great supply improvement during the year, although animal bristles are still unavailable except in higher-priced brushes.

Klumpp Objects to "Flash of Genius"

JUDGES in the Federal Courts have given wide publicity to a "flash of genius" as things which motivates many inventors in arriving at their great discoveries. However, Dr. Theodore G. Klumpp, president of Winthrop Chemical Company, objects very strongly to this expression, saying that "no man can create original thoughts out of thin air." He continues: "The reason why I object so strongly to the 'flash of genius' concept is that it glibly sweeps aside the sweat, blood and tears from which inventions are really born, not to mention the hours spent in libraries before the hopeful inventor even knows whether he was indeed the first one struck by that special flash of genius.

"Even at its best an original idea is rarely ever a large step beyond the advancing frontier of knowledge. When we go back to the library where the stream of human progress is widest and deepest, we find, almost always, that new ideas are either not new at all or represent but small steps forward. Medical science is marching on step by step with fewer breaks in the line of march than few of us realize.

"Each generation of human beings needs to be reminded anew of the accumulated experience of the past. Knowledge often lies dormant and useless until conditions are ripe for its application or until one added stroke of the brush, light as it may be, completes the picture and transforms it into something of everlasting benefit to mankind.

"The amount and importance of this published material rises and falls with the strength of the patent systems of the world. Where a patent system is strong, commercial and industrial concerns are willing to make public in patent applications large amounts of information of the greatest importance. Where the patent system is weak we have to resort to secrecy and an iron curtain falls between the investigators of today and posterity.

Streptomycin Report

THE green light for therapeutic application of streptomycin has apparently not yet been given and intense research is still being conducted to try and find out its potentialities and its limitations. The main work being conducted is in its application in tuberculosis, and according to Dr. H. J. Corper, research director of the National Jewish Hospital of Denver, and Dr. Edgar Mayer, chairman of the institution's national medical advisory board, streptomycin has effected unusual improvement in cases of recent pulmonary tuberculosis and so-called military tuberculosis, but it has not caused "undue improvement" in the "common varieties of chronic pulmonary tuberculosis." They state that treatment of the disease with streptomycin, "especially with cavities," is not justified. "Beside the great expense involved, we object to raising false hopes."

Future Merchandising Trends

By EDWARD J. CARROLL*

In 1939, we had 1.6 billion dollars of retail drug store business. It has risen to about 3.6 billion as of today. Since 1939, however, the number of stores has decreased very, very markedly. There are perhaps today not in excess of 50,000 licensed drug stores, as against around 57,000 as reported by the census in the 1939-40 count. This means that our average volume per store has increased tremendously. It also means that our per capita expenditure in the drug store has increased. In addition to this, we have had an increase in the civilian population since that time, of approximately seven million people.

The drug store today, the average one, is in the best position financially it has ever been in within the memory of any of us. It is free of debt, free of alliances with the wholesalers necessitated by long-standing slow accounts. As a rule, the store has some money in the bank, it is well stocked with the merchandise which is available, and the fixtures are free of encumbrances; but it is still short of help.

In the drug business, from the retail end, the rise in prices has been less, percentage wise, than was true for other retail establishments in the non-durable goods field. Now, what are we going to do? What is going to happen? Are we going to have more stores? Yes, we are going to have some more stores. We are going to have more stores in the cities, in particular.

When I said that there had been a population increase of 7 million, approximately, there has been an increase in the cities of about 8 million, and there has been a loss in the farm population. So we are going to have more stores in the cities, because we have more people, and because we have had shifts in population, development of new areas within the metropolitan centers.

We are going to find the chain stores opening in numbers at a greater rate in the immediate future than the independents. They have more available sites, they have the money, they have the plans, and they require a proportionately less amount of professional help.

We are going to have new stores, but we are not going to have enough new stores, enough new entrants to be alarming. One, the population increase alone would justify three thousand stores in addition to those that were in existence in 1939, even though the per capita were not increased. Two, we have a scarcity of registered help. In a recent study which we made with independent stores, we found that over 60 per cent of them wanted registered help, and wanted it right now; and of this 60 per cent, 75 per cent of those would pay at a rate of more than a dollar per hour for registered or assistant registered help.

* Sharp & Dohme, Inc., before mid-year meeting of Federal Wholesale Druggists' Association.

The new Thrift Pharmacy, operated by E. & E. Saffran in Middle Village, N. Y.

We know, those of us who have been in the wholesale business, that when wages are comparatively high, there is less inclination for the individual clerk to try to eke out a living at a neighborhood location. It is when wages go down to $22.50, that the family pools its resources to put Jimmy or Johnny on the corner, that the wholesaler comes through looking for more volume and stakes him to a line of credit, that fixtures are bought from volume-hungry fixture companies with a very, very small percentage of down payment. New store entrants are most numerous in the era when wages are low.

I do not believe that wholesalers are going to forget in the very near future the experiences which they have gone through since 1927 in liquidating old accounts. Their books are pretty clean now, and I think they are going to keep them clean. I do not believe that even the G. I. loans will be sufficient to create that impetus that was there when the wholesalers extended open lines of credit. In short, the market that you are in today would have been a very, very selective market in 1940: stores with high volume per outlet, a rather concentrated group, both as to the cities and as to the smaller towns.

During this time, we have had some changes in the store itself. One of the biggest changes has been partly through necessity and partly by planning, an emphasis on the basic drug store lines, the prescription department, the ordinary health and sanitation needs, and less emphasis on sundries, liquors, and other departments that are not so closely associated with the basic departments of the drug store. Even the fountain has been neglected, and there is no evidence that the fountain will be broadened to include lunches and meals.

We find that there are two basic departments in a drug store that demand the owner's attention. Those are both manufacturing departments: either the prescription and health needs or else the soda fountain. Ordinarily, when he does a high percentage of volume in one, he does a low percentage of volume in the other. We have found during this time that the dealers, however, have been patronizing an ever increasing number of suppliers. During this time, we have found tobacco jobbers, sundry jobbers, and other wholesale druggists competing for this outlet. Stores that used to concentrate when goods were in free supply and services were available, for the first time in their lives have scattered their patronage. They have done it because of scarce material, convenience, and because they needed that extra service.

In questioning druggists—and we did question about 2300 of them last year—as to the lines that they felt they would promote the hardest, the ten lines that showed up with the highest number of mentions were lines that are already in the drug store. The prescription department leads the list, with over 70 per cent of all the stores saying. "This is the department I feel holds the biggest future for me." Then it went down to toilet goods; sundries were very, very low on the list: liquor, even among the stores that had licenses, was very low; and there was very little inclination to show us that they were out searching for new lines. They felt that the volume of sales was sufficient to justify a concentration of attention.

There is one other thing that leads me to believe that they have thought of this very thoroughly. Many of them came back and said, "With fair trade contracts, we are not now as vulnerable as we were before, during the loss leader days. With the Robinson-Patman Act, we at least have some sort of a guarantee that our costs will be in line." Those are things that led them to believe that in the future it was sufficient to concentrate their attention.

There is a very decided tendency, from the standpoint of the drug store, the independents, to merchandise the traffic department, such as the soda fountain, tobacco, and other service departments, in a manner that will increase the sales of the backbone of the store: toilet goods, prescriptions, and packaged medicines.

What is there going to be in the form of competition for these stores? As I see it, there is going to be the greatest competition between drug stores. The development of the prescription store has been very apparent, but the prescription stores have to rely upon a concentration of doctors in a certain medical center.

(Continued on page 418)

Export Sales Advertising and Organization

By EARL I. McCLINTOCK*

WE ARE living in a rapidly moving world. In the past we have had social upheavals—or political or economic ones—but not for a century have there been in the making such fundamental combined social, political and economic changes as today. There is no universal pattern in these metamorphoses. They vary in form or intensity in the different countries. Whether a country is totalitarian or democratic in its government makes all the difference in the world in business opportunities and methods. Under a totalitarian government the foreign business man would be confronted with control and limitations which would hamper not only his freedom of action but would intimately affect his potential consumers in their ability and freedom to gratify there own desires or daily needs. In an extreme case there would be only one customer-or importer-the government. Therefore, it behooves the exporter to study seriously conditions in the individual countries where he intends to do business. In no phase of the export business are changing conditions more quickly reflected than in methods of sale and advertising.

No single general technique of sales and advertising would apply equally to consumer goods specialties, capital goods or heavy industry. The discussion that follows deals with the approach in the distribution, sale and advertising of consumer goods specialties. It is to be hoped that later a general discussion will bring out questions as to problems relating to the marketing and advertising of the products of heavy industry.

The best means of attaining the maximum sales potential in any country is the establishment of your own organization—whether it be a local branch of your home company or a foreign subsidiary company. Before outlining some of the difficulties in these types of operation, I would like to point out their advantage in the development of sales. Naturally you must have a sufficient volume of sales, actual or prospective, to warrant local establishments. When conditions were normal and cost of living abroad was generally very much lower than here, sales of $100,000 per year in consumer specialties could support an organization in the average small country. Today at least double that volume would be the minimum needed. With your own organization—a live one, of course—you can work every community in a country and be certain that you are reaching and selling every potential customer for your goods. You will also have a "feel" of the wants and desires of the people, which will enable you to make advantageous changes in your products or to create new ones to meet special needs, and thus not only increase your sales but gain a permanent hold on the market. Your advertising can be done more intelligently, with your own watchful local offices advising you of the best line of appeal and the best media. An alert manager can save a considerable percentage of your advertising bill by knowing what actual rates are—as against published rates. You would be astonished at the amount of this variation. Then, too, you will have a uniform accounting system at home and

* Executive Vice-President, Sterling Drug, Incorporated.

abroad, which will give you an understandable operating statement, so that you can know at the earliest possible moment just how you stand in each country. If your information as to profit and loss in any country is unduly delayed or is inaccurate, you are heading for trouble. Another great advantage in having your own office is that your company is considered, in effect, a local national institution with all the advantages enjoyed by a local company. All in all, from a sales and advertising point of view, the advantages are all with having your own organization.

The great disadvantage of both foreign branch offices and subsidiary companies can be an undue burden in income taxes, and difficulty in securing remittance of profits where there is exchange control. There are as many different interpretations of what constitutes taxable income as there are countries. Let me give you some actual experiences, without mentioning specific countries.

As to branch offices, one country, when a branch office is established, wants to look into the books of the home company to determine profits made from operations at home. The stated object is to see whether the ratio of profits to sales at home is comparable to those in the foreign country. There is also the desire to find out the actual costs of goods, by countries where price controls are enforced. In calculating your cost of goods some foreign governments make no allowance for necessary operating and overhead expenses in the United States, even though those expenses could be correctly allocated to the particular foreign country. In another country, on the other hand, a branch is treated as a local company by the authorities, who have no desire to examine home office books. You pay a tax on the actual profits made there, and are even allowed to deduct a proportionate share of expenses of the export department or export company in the United States.

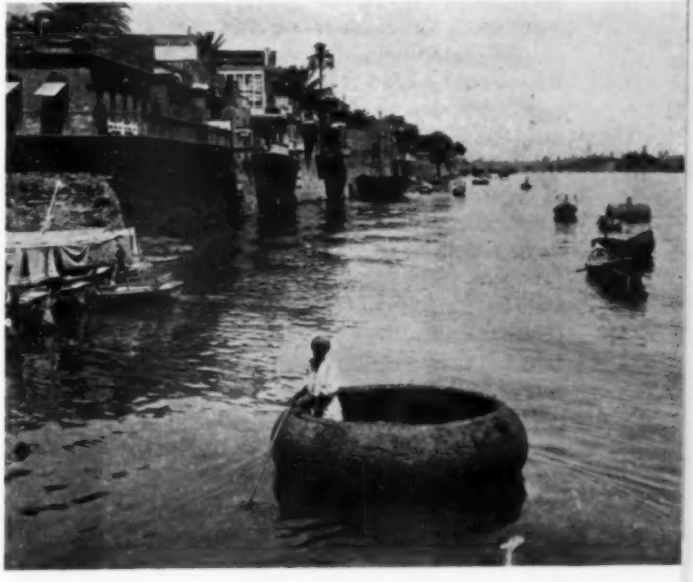
In the case of locally formed or qualified subsidiaries, there are fewer tax difficulties. Therefore, from that point of view, a subsidiary is better than a branch office. However, with rare exceptions, no part of your necessary United States office expenses, spent in directing the foreign business, can be deducted as an expense by the foreign subsidiary.

Before setting up your own establishment in any country, it is advisable to secure competent legal advice.

The difficulties in remitting the profits of a branch or of a subsidiary depend upon the degree of exchange control exercised by the foreign government. Exchange control is becoming more and more stringent everywhere outside of the U. S. A. and Mexico. It is to be hoped that the World Bank will begin to function soon and, through loans, provide free exchange. Without free exchange, free world trade is not possible. Without free world trade, permanent peace is impossible.

A natural question is—are goods shipped to your local subsidiaries to be treated as consignments or outright sales? This is one of the knottiest problems confronting exporters of finished goods. If goods are

consigned, title remains in the United States company, which receives payment only as the goods are sold. Foreign governments are beginning to construe (as our various states do here) that owning goods in their countries constitutes doing business there, and therefore the consignor must qualify to do business locally and pay a tax on profits from the sale of consigned goods. Thus two tax returns are required in the country: that of the local company and the foreign consignor. Of course, the home company can escape the foreign tax by selling outright to its subsidiary, but when this procedure is followed, a tax on the profits of such a sale must be paid to the United States government, even though sale to the ultimate user may not be made until



EXPORT SALES (CONTINUED)

the following year. On this basis, the inventories in foreign countries will have been recorded as sales in the American company's books and the tax on any profit will have been paid. In reality, this amounts to a prepayment of United States taxes, and unless the rate of taxation here is reduced, will make no difference in the long run. Naturally, I am not advising you in any respect as to procedure to follow. I am merely pointing out to you such advantages and disadvantages as I have observed over many years.

One of the most important problems, if not *the* most important one, in export trade is securing the right overseas personnel to be sent from the home office. After all, these men *are* your company in person, in many cases thousands of miles away from home, without the opportunity of consulting the sales manager or the executive head of the company on problems that arise from day to day. Such representatives abroad must be intellectually and financially honest; have a thorough knowledge, not only of your products but of your specific business policies; must be men of resourceful mind, who can solve quickly the minor daily problems in relation to the promotion of your products. They must have business sense and an aptitude for the job to be done. In the selection of men to send abroad, these stated qualifications should be taken into consideration and, in addition, these factors should be considered:

(1) Are the candidate and his wife anxious to live and travel abroad? Do not neglect the wife angle.

(2) Has the man a personality that will make him "simpatico" to the inhabitants of the country to which he is to be sent?

(3) Is he the type of man who will look upon foreigners as his equal and not look down upon them as on an inferior class?

(4) Has he the knack of learning a foreign language to the point of speaking it rather fluently within a relatively short space of time?

(5) Will the candidate and his wife mingle socially with the natives of the foreign country? This is important. The natural tendency, of Americans in particular, is to keep to the American and English colonies.

To find men with these qualifications is not an easy task. The personnel manager must have excellent insight (and luck too!) in his selections. For many years there has been a trend, accelerated since the war, of more and more young men desiring to go into the foreign field. The reason for this is many-fold. There is, of course, always the spirit of adventure, which was intensified by the foreign service in the war. There is a feeling that greater opportunities for rapid advancement lie in the less crowded foreign field, but in addition, there is a consciousness that in the foreign field an employee is not subject to the disspiriting income tax as he is in the United States. There is a growing feeling among the younger men of utter hopelessness of being able to provide for their old age. Certainly an old age pension of $65 a month is no insurance even against starvation. These considerations make available a very high type of man. I have stated a few of the more important qualifications: if the candidate can meet them, I am sure that he can make a successful foreign representative.

It is essential that the man to be sent abroad be given thorough training in the home office. He should, of course, learn, from A to Z, all about the products which he is to sell. He should be given sound training in salesmanship and some actual selling experience in the United States. After all, fundamentally, salesmanship is the same all over the world. The necessary foreign language must be studied—preferably methodically at one of the language schools or a college, where conversation is stressed. If the candidate is of potential managerial timber, he should be versed in the problems of the various departments, such as shipping, accounting, exchange, advertising, etc. Such training, given the right men, is possible within a period of 6 months. When it is decided to which country a candidate is going, he should familiarize himself with all the problems of the business in that particular country by reading the correspondence for the previous year between that country and the home office. Toward the end of his training he might conduct the actual correspondence under qualified supervision and guidance.

(*Continued on page 410*)

NEWER HEMOSTATICS

By M. A. LESSER

THE NEED for hemostasis has been recognized as long as surgery itself has existed. Hemorrhage, whether the bright flow of blood from a severed artery or the slow ooze from capillaries, is a feared complication of surgery.

As knowledge increased and the field of surgery was extended, bleeding was often encountered for which the usual methods of hemostasis were ineffective. Bleeding from the brain, liver, kidneys, and vascular tumors was difficult to control because of tissue friability. Ooze from small vessels, especially in neurosurgical procedures, prolonged operating time and obscured the field.[1] During the last few years, however, newer hemostatic agents have been developed which overcome many of these difficulties, help avert hemorrhage, and which may permit the development of operations not formerly possible.

The first major step in the development of these newer hemostatics resulted from studies of blood components and methods for separating them into individual fractions.[2,3] The production of thrombia from plasma was undoubtedly one of the most important steps in modern hemorrhage control. Thrombin is the most powerful bichemical clotting agent and will form a clot under almost any circumstances because it directly converts fibrinogen to fibrin.[4] Since thrombin, as such, does not occur in the blood stream, but is present as the precursor, prothrombin; preformed thrombin cannot be used intravenously because of the danger of fatal thrombosis.

Thrombin, in the form of a sterile, standardized hemostatic powder is intended for topical application only to control capillary bleeding and to promote rapid adhesion of traumatic and clean wound edges. It may be applied either in the dry form or dissolved in sterile isotonic saline solution. The hemostatic potency is expressed in units often referred to as "Iowa" units. Briefly, a unit of thrombin is that amount required to clot 1 cc. of standard fibrinogen solution in fifteen seconds.[5]

Several methods are available for obtaining thrombin from plasma.[2,6,7,8] Although thrombin from rabbit plasma has proved effective as a hemostatic material,[9] practically all the thrombin used in surgery is obtained from human or bovine plasma. With thrombin from animal sources the question of safety for humans naturally arises. The results of extensive studies on animals,[10,11] as well as observations on human subjects[12,13] has failed to indicate any harmful effects from the topical use of thrombin as a hemostatic. Even when used for a long period there was no indication of sensitization. The importance of these findings are quite evident since they obviate human donors' blood as the sole source of this invaluable substance.

Already subjected to considerable investigation, thrombin has proved its worth in a variety of surgical procedures. As pointed out in a brief review[4] published in 1945, thrombin may be used to control capillary bleeding during or after: (a) tonsillectomy and other throat and nose operations, (b) extraction of teeth, (c) incision, drainage or debridement of acutely or chronically inflamed areas (e.g. appendiceal beds, abscess, osteomyelitis, carbuncle, hemorrhoidectomy, anal fissure), (d) dissection of adhesions, (e) skin grafting, (f) traumatic wounds, (g) mastectomy, (h) prostatectomy, (e) hemophelia, (j) brain operations, and (k) bone operations. More recent reports continue to affirm the value of thrombin as a local hemostatic, [14, 15] especially in prostatic surgery where blood loss constitutes a major hazard.[16,17,18]

The value of thrombin as a surgical hemostatic is limited by the fact that its use is feasible only for small vessels and where bleeding is sluggish. To apply thrombin to gauze or cotton accelerates clotting,[19] but such dressings retained their inherent disadvantages. Hemorrhage could be checked, but the subsequent removal of the gauze which stuck to the raw surfaces often resulted in fresh bleeding, and the danger of infection was also increased. What was needed was an absorbable material which could be left in place without danger. Such a dressing would utilize the physical clotting effect resulting from exposing blood on large surfaces, combined with the chemical hemostatic action of thrombin. The attack on the problem from this angle has resulted in the use of thrombin in conjunction with absorbable materials like fibrin foam, gelatin sponge, and oxidized cellulose.

The first answer to the absorbable carrier was human fibrin foam. Singularly enough, notes Frantz,[20] as far back as 1911, the great neurosurgeon, Cushing had predicted that "fibrin from whipped blood might be so prepared that it could be immediately plastered on bleeding surfaces." Three decades were to pass before this prediction was fulfilled.

Fibrin is another controlling factor in the chemophysical process by which the blood clot is formed. It is a complex substance derived from fibrinogen, a normal constituent of the blood. Fibrin foam, introduced by Ingraham and Bailey[21] in 1944, is made by whipping liquid fibrinogen from human plasma into a foam, clotting it by the addition of thrombin, then sterilizing and drying it. In the dry state fibrin foam is a porous material composed of strands of fibers separated by small air spaces. In its finished state fibrin foam looks like a dull white, rather fine, brittle sponge or very much like a piece of dried bread. It is packaged for use in a vial, along with two other vials, one containing dried thrombin and the other, normal saline solution.

At the operating table the thrombin is first dissolved in the saline solution. When required for use, a piece of dry foam is cut to appropriate size and then soaked in the thrombin solution. After excess moisture has been removed, the foam is applied directly to the bleeding surface. Gentle pressure is exerted to hold the foam in place until the coagulation is completed; the material becoming integrated with the clot. Since fibrin foam is prepared completely from human proteins and is rapidly absorbed with minimal tissue reaction, it may be left in place, thereby preventing recurrence of bleeding.[2,20,22]

Extensive experimental work has shown that immediate control of bleeding from oozing surfaces could be controlled with fibrin foam and thrombin, that the wound could be closed with impunity and that the foam would be absorbed with a minimum of inflammatory response and of residual scar.[20] Bailey and his associates[24] found that the combination was an effective absorbable hemostatic agent in the liver, peritoneal cavity, abdominal wall, kidney and lung. In clinical appraisals, fibrin foam with thrombin has proved effective in controlling oozing surfaces and venous bleeding under a wide variety of circumstances, including wounds in patients with hemophelia.

Despite its comparative newness, fibrin foam with thrombin has found an established role as a surgical hemostatic. Used in hundreds of neurosurgical opera-

"Moon-Light in Burma", painted by Howard Baer for the Abbott Collection of Paintings of Army Medicine.

tions,[21-25] the material has greatly facilitated these procedures. The rapidity and completeness of hemostasis secured with fibrin foam materially shortens the duration of operations and the preparation stops bleeding under certain circumstances in which other methods have been unsatisfactory. General surgery has also found important uses for this hemostatic combination. It has been employed for controlling hemorrhage from the cut surface of the liver and kidney, in jaundiced patients, in thoracic operations and in prostatectomy.[22] Because of the excellent results obtained in their series of prostatectomies, Quinby and Landsteiner[26] feel that the use of fibrin foam with thrombin for controlling postoperative hemorrhage appears preferable to any method previously employed.

Fibrin foam with thrombin also has a useful role in dentistry. While not necessary in all tooth extractions, it is a valuable agent in the control of both primary and secondary hemorrhage. The use of fibrin foams overcomes the possibility of such annoyances as the need for swallowing blood, expectorating in public or bleeding while asleep. In the treatment of large cavities, such as result from the removal of cysts, fibrin foam not only controls hemorrhage but also acts as a matrix to support soft tissue flaps.[23]

As was the case with thrombin, the question of dependence upon human plasma as the source of fibrin foam became an important issue. A search was begun for absorbable materials that were simpler to prepare, more readily available and equally effective. One answer to this problem was the development of the gelatin sponge (e.g. "Gelfoam") by Correll and Wise.[27] In their method, gelatin is denatured so that it is rendered slowly soluble; a satisfactory product being determined by the speed with which a standardized pepsin solution will dissolve a cube of the material. The finished sponge is a glistening white, porous, elastic mass that can be sterilized by autoclaving. It is easily cut into any desirable shape with a scalpel. Moistened with saline or thrombin solution, it becomes absorbent and pliable and has much the same consistency as wet absorbent cotton. In this state, gelatin sponge is tough and limp so that it adheres readily to tissue surfaces. In experimental studies,[28-29] gelatin sponge combined with bovine thrombin was found to be an effective hemostatic; one that is easily handled and in general similar to fibrin foam in its absorbability and lack of significant tissue reaction. These observations were confirmed by the extensive experimental and neurosurgical clinical work reported by Pilcher and Meacham.[30] Compared to fibrin foam, the gelatin sponge has more body and, according to Frantz,[20] packed somewhat more readily into freely bleeding deep lacerations.

During the period when commercially prepared gelatin sponge was difficult to obtain, Abbott and Coleman[31] devised a method for preparing hemostatic gelatin pledgets for use in neurosurgery. Practical, economical and efficient, the gelatin pledgets are prepared as follows: a sheet of gelatin U. S. P. 22.0 cm. by 8.0 cm. by 0.1 cm. is cut into strips 1.0 cm. wide and 3.0 cm. long. These are placed in a pyrex test tube, and 35.0 cc. of distilled water is added, being sure that all the gelatin is below the surface of the water. The tube is then placed in a boiling water bath for ten minutes. The liquefied gelatin is then poured into a sterile Petri dish. It is allowed to cool and is stored in a cool place until needed. When the gelatin is needed, it is removed from the Petri dish and placed on the instrument tray in a sterile container, so that a piece of the desired size may be obtained. To 1 ampule of thrombin, containing 5,000 Iowa units, is added 5.0 cc. of isotonic solution of sodium chloride, giving a concentration of 1,000 Iowa units per cubic centimeter. The gelatin is placed in the thrombin solution for at least one minute before it is used at an operation.

With these gelatin pledgets, hemostasis takes place in 10 to 45 seconds. This hemostatic agent, composed of gelatin pledgets and topical thrombin, has been of value in 83 varied neurosurgical cases and no evidence of tissue reaction or of infection subsequent to its use was observed.

In their experimental studies on the absorbability of gelatin sponge, Jenkins and Clarke[33] had found that this material has very definite hemostatic properties when applied alone to bleeding surfaces. Apparently the physical properties of the gelatin surface are such that it causes rapid release of thromboplastin when the blood comes in contact with it. In more extensive experiments, Jenkins and his associates[32-34] demonstrated that gelatin sponge, without the addition of thrombin, could control hemorrhage from the liver and from the walls of the great vessels and the heart. They also presented clinical observations on well over a hundred cases in which the gelatin sponge was used for hemostasis as a supplement to ligiture or suture.

It was noted, however, that their experience did not indicate the extent to which thrombin may enhance the hemostatic effect of substances like the gelatin sponge. "In conditions in which there is a deficiency of prothrombin or platelets, "said these workers," it would obviously be desirable to have prepared thrombin in the sponge to obtain satisfactory hemostasis. Until such time as more data are available on the extent to which thrombin may appreciably enhance the hemostatic effect of gelatin sponge in the absence of deficiency in the normal clotting mechanism it is recommended that thrombin be used with gelatin sponge in clinical cases."

The history of oxidized cellulose is somewhat parallel to that of the gelatin sponge, since it also has been used with and without thrombin. Actually, studies on absorbable cellulose antecede those on gelatin sponge. Oxidized cellulose is an absorbable material that significantly facilitates hemostasis. Kenyon and his associates[35-36-37] were the first to demonstrate that the cellulose of surgical gauze and cotton could be rendered soluble and absorbable by oxidation with nitrogen dioxide gas to yield a product of known acidity or carboxyl content. In the oxidation process used in the

(*Continued on page 420*)

AFTER 98 years of being confined in their manufacturing operations to the Borough of Brooklyn, or the City of Brooklyn as it was until just before the turn of the Century, the partnership formed by Charles Pfizer and Charles F. Erhart 1849, under the name of Chas. Pfizer & Co., and incorporated in 1900, is expanding its plant facilities in another locality in another state. Since it was founded, the Company has expanded around its original site, has acquired a substantial interest in a British chemical manufacturing concern, and has established offices in New York, Chicago, and San Francisco. The number of employees has increased tremendously and the volume of output has grown to many times the original output.

Having developed the method of manufacturing citric acid from sugar by fermentation following World War I, and thus making this country free of foreign raw materials for production of this important item, Pfizer has since maintained a place of eminence as a leader in the field of fermentation chemistry. Because of this background and the Company's extensive staff of experienced bacteriologists, organic chemists, and chemical engineers, skilled in the field of industrial chemistry, it was a natural corollary that the Company should become interested in production of antibiotics by fermentation processes, and thus the company is a leader in production of pencillin, streptomycin, and bacitracin. From the very start of the production of pencillin until the present time, Chas. Pfizer has been, and still is the leading manufacturer of penicillin in the world.

Pfizer, as are other manufacturers of streptomycin,

Expansion From Brooklyn

is contributing to a nation-wide clinical program being conducted by the American Trudeau Society for the evaluation of this drug in tuberculosis. Bacitracin, one of the antibiotics least known to the general public, is being recovered in small quantities to be used in clinical investigations leading toward a determination of the therapeutic efficacy of the drug. Groups at Columbia University, College of Physicians and Surgeons; and John Hopkins University are among those engaged in this study.

But now Pfizer is announcing plans for expansion of its manufacturing facilities at a new site which it has recently acquired from the War Assets Administration in Groton, Connecticut. This site, and adjoining property also acquired, gives the Company a total of seventy acres. Consisting of some 28 acres and 33 buildings, of which 26 are of major construction, the site acquired from the Government has advantageous deep-water maritime and railroad transportation facilities as evidenced by 708 lineal feet of finger pier, 665 lineal feet of bulkhead pier and approximately two and one-half miles of railroad track. A fire-fighting unit, a road lighting system, electrical and water distribution systems, as well as other auxiliary facilities are also included within the property. Under authorization from the Civilian Production Administration, Pfizer will construct new buildings and alter others as follows:

1. Construction of a power house.
2. Construction of a citric acid plant.
3. Construction of a salt-water pump house.
4. Alteration of an existing fabrication shop for chemical processes.
5. Alteration of an existing machine shop for chemical processes.

At Groton, Pfizer will augment its Brooklyn facilities in the fields of fermentation and organic synthesis. Several processes will embody both fields, the product of one being the starting material for the other. Groton facilities will be such as to permit production of antibiotics such as streptomycin and bacitracin.

The company intends initially to expand citric acid and its salts at its new plant. Gluconic acid, and numerous gluconates, such as calcium, ferrous and copper gluconates will also be produced there. A master plan for the seventy-acre site has been developed which will permit proper installation of all future processing buildings, laboratories, warehouses, packaging departments, and research and development units. A new power house is being installed to generate steam at high pressure to feed to electric generators. Low process steam resulting from the generation of electricity will be re-used for chemical processes and thus an economical electric-steam balance will be maintained in all processes. Provisions are also being made for furnishing vital services and facilities such as adequate fresh water supply, salt water supply for cooling purposes, electrical substations for distribution of high voltage electrical current, fuel oil handling, receipt of raw materials in bulk and their distribution throughout the plant. Design work for all of these installations has been practically completed and actual construction is being intensified.

As it is quite generally known, Pfizer has long been a leading producer of numerous chemicals including various vitamins, citric acid and citrates, tartaric acid and tartrates, mercurials, bismuth salts, fumaric acid, oxalic acid and oxalates, gluconic acid and gluconates, iodides, the antibiotics, penicillin and streptomycin. The products of the Company go mainly into pharmaceuticals, medicinals, foods, and a variety of industrial uses.

Citric acid products have expanded widely during the recent years due to the dependable source of supply originating from Pfizer's development of production by fermentation and the sharp reductions in price made by Pfizer as the output of the acid increased and further economies in production costs were effected. One of the principal salts of this acid is the sodium citrate, widely used as an emulsifying agent in milk and milk products such as cheese, evaporated and condensed milk, cream, ice cream, and similar products. It is also used in other food products. In pharmaceuticals it finds large use as an alkalizing agent which is easily assimilable and free from the laxative effects of many other salts. Other citrates, such as potassium, ammonium, magnesium, aluminum, iron ammonium compounds, and others, also are used in various pharmaceutical and industrial fields.

Other products made from citric acid are triethyl citrate, tributyl citrate, acetyl triethyl citrate, and acetyl tributyl citrate. These are used principally as plasticizers for the various cellulose and vinyl resins or lacquers and they have also found a place in the perfume industry. Their resistance to discoloration by light enhances their value in colorless, white or lightly-tinted products. At the present time these citric acid esters are being produced in limited quantities, but a large expansion in production is anticipated.

SHAMPOO

By E. G. THOMSSEN, Ph.D.

Chemical Consultant

It does not take much investigation among users of shampoos to find that confusion exists in their minds regarding the washing of their hair. Even those who are more expertly versed in the anatomy of the hair and scalp cannot reconcile the propaganda regarding the virtues of various shampoos that is spread by newspaper and magazine advertising, by the radio and by beauty experts. Much of the information is contradictory and some may be said to be false and misleading. In the long run the use of shampoos is not benefited by these procedures. Resentment toward and criticism of shampoos are the final results.

The introduction of surface active agents or wetting agents as hair detergents has complicated this field of toiletries. When one reads and listens to the partisan claims for these as against the use of liquid soap type shampoos, the adjectives rival those of the previews of moving picture features. It would be a difficult task for the originators of these descriptions to prove their assertions just as a movie with a big "blow-up" often falls flat when the whole story is unfolded. There is room for both true soap and surface action type shampoos. The user is not in a position to judge which one is the more beneficial. Soaps do not penetrate as deeply into the hair as wetting agents but, on the other hand, possess greater emulsifying action and carry away the dirty deposits on the hair's surface more readily. It is claimed that when olive oil soap shampoos are used that the soap's penetration is greater than with the usual coconut oil liquid soap or other soaps. Some scientific evidence of this action is available. Then too, it is claimed in certain directions, that if some triethanolamine soap is used with potash soap, both penetration and emulsifying action are obtained. There is ample field for careful and unbiased research in the detergency of shampoos. The industry might well consider this problem and arrive at a fair impartial answer based upon authentic data. It is paradoxical to read soaper's advertisements about soaps' cleansing action and then learn that as hair cleansers they produce supposedly detrimental effects.

The answer to this question will probably show that varying conditions like water used, climate, occupation, seasons, smoky atmosphere, soft coal cities, hair health and similar phases do not recommend the use of any one type of shampoo preparation. It may result in specialized shampoos dependent upon these situations. In any event the consumer would know more definitely what to use just as a woman now knows what shade of face powder or what type of cream is best for her.

MISCONCEPTIONS

Another question which troubles shampoo users is how frequently the hair should be washed. It is quite amazing to find how perplexed women are on this point. Many still are of the opinion that they should wash their hair but four or five times a year. Women with permanents forego cleansing the hair "because it takes the curl out". It does seem that purveyors of shampoos could do their users a service by informing them more fully in this regard. While ordinary common sense dictates to the public to wash their hands and faces when they are soiled, a great percentage fear to wash the hair more frequently than is their custom. The hair and scalp are natural dirt catchers. They retain the dirty, sooty, smoky particles in the atmosphere more readily than other exposed parts of the body. Unfortunately this dirt is not as evident. Internal secretions from the sweat and sebaceous glands help to fix this grime. Yet the hair gets little daily hygienic treatment. All sorts of reasons, besides those already mentioned, are put forth. Some think that frequent washings cause dryness, some fear they will take a cold, others believe it stunts the growth of the hair and some actually believe that it causes the hair to fall out and produces baldness. To keep the hair clean some women will brush it vigorously for a long time with an unsanitary brush and this further distributes the greasy, dirty film. The sheen thus developed they believe is due to the brushing.

Here again the information based upon more scientific logic would be constructive. More information upon how to shampoo the hair and the frequency would increase sales. Many persons who possess exceedingly oily scalps would undoubtedly benefit by daily shampoos. Others require less frequent washings. By dispelling some of the misinformation regarding hair cleanliness and its benefit to the hair in general, a forward step could be taken. It is true that a woman with a heavy head of hair finds it difficult to shampoo her hair frequently. Yet if she is educated to the custom she would find the time just as men have developed the custom of daily shaving. If users of shampoos were given more authentic information as to the detriments of dirty hair, along the line that uncleanliness invites scalp infections and the dirty oily deposits may oxidize to cause chemical changes to form products having offensive odors, more frequent shampooing is bound to occur. From a distinctly selfish motive such a procedure is most desirable.

Among the negative advertising claims one so often meets are such statements as "will not dry out the hair and scalp". It is inferred that additions of alcohol will dry out the hair whereas the use of glycerin will condition the hair. Such statements are far fetched. While it is true that freezing point depressants are included in certain liquid shampoos, the percentage is so small that it is questionable that any drying or moistening effect is evident after the hair has been washed and rinsed.

Another point with reference to the use of shampoos is the flaky or sticky debris that coats and dulls the hair after a shampoo. Many users are of the opinion that this is dandruff and pay no further attention to it with the result that the hair appears lifeless when it dries. These deposits, as is well known, may be due to a number of conditions. If hard water is used with a soapy type of shampoo it is due to lime soaps. These, as some women know, are removed by an acid rinse, usually made up from dilute vinegar or lemon juice, two readily available household articles. Most women do not know why they use these to disintegrate the lime soaps and also use an acid rinse when unnecessary in cases of soft water shampoos or wetting agent type. In another case improper rinsing of the hair results in this condition. More emphasis should be put on thorough rinsing of the hair, preferably with a spray of running water in the directions given on the package.

The use of the creme shampoos also is known to leave a deposit on the hair when they are superfatted. In this case more careful attention should be given to formulation and directions for use. The condition of the hair after drying is very important. It is the final criterion of its quality and improper attention to this detail is fatal.

Other matters upon which the women folk seek more information are the exact action of shampoos on permanent waves of various kinds, what their action is on dandruff, their action on dyed hair, how they affect hair tints and whether and how they stimulate the scalp. These are difficult generalities to answer and are wisely averted by most manufacturers.

There are certainly improvements possible in the information given by shampoo advertisers. More emphasis upon the actual detergent action, the proper and more frequent use and causes of unfavorable results are more desirable than the fantastic beauty claims one so frequently meets. Instead of resorting to the type of appeal that seeks to put a product in "the holier than thou" class it is desirable truthfully to tell the facts in which women and men users of these preparations are interested.

PARTICLES IN AMPULES

By DR. FRANK H. WILEY*

I WOULD like to review, from a historical standpoint, the developments which led to the initiation of Administrative action against solutions for parenteral use which were contaminated with undissolved material. In the N. F. VI, we find the following statement "Aqueous solutions are to be clear; i.e., when observed over a bright light, they shall be substantially free from precipitate, cloudiness or turbidity, specks or flecks, fibers or cotton hairs, or any undissolved material." This requirement became effective on June 1, 1936. A study of this statement will show that it is not a requirement which would lead to uniform interpretations. The term "substantially free" is indefinite, if not contradictory. The Food and Drug Administration, during the time that the N. F. VI was in effect, considered the possibility of taking action against products in violation of this requirement, but felt that the various interpretations of the requirement to be expected from the courts would not permit a uniform application of the Act to all manufacturers. The above requirement was further amplified in the N. F. VII by defining "substantially free" as follows: "Substantially free shall be construed to mean a preparation which is free from foreign bodies that would be readily discernible by the unaided eye when viewed through a light reflected from a 100 W. Mazda lamp using as a medium a ground glass and a background of black and white." At about the same time the U. S. P. XII required that "Injections which are solutions of soluble medicaments must be clear, and free of any turbidity or undissolved material which can be detected readily without magnification when the solution is examined against black and white backgrounds with a bright light reflected from a 100 Watt Mazda lamp or its equivalent." These requirements became effective on November 1, 1942, and were an improvement over that of the N. F. VI in that the only term which needed interpretation was "readily discernible", and its interpretation should lead to less confusion than had previously been the case.

The drafting of these requirements was admittedly rather difficult, since no accurate, mechanical methods of detection of particles were available. Photo-electric methods for the determination of particles were not feasible since variation in the ampul glass itself would have more effect upon the light transmitted than would the presence of particles. The inspection of the ampuls had to be conducted by means similar to those described in these requirements, even though such examination would lead to a variety of individual interpretations as to what ampuls were sufficiently contaminated as to make them undesirable. The Food and Drug Administration had just initiated a program of examination of these products when a request was made by the Surgeon General's Office for us to examine all drugs destined for Army use. This meant that all solutions of drugs for injection which were official in the U. S. P. and N. F. would necessarily have to pass the test for undissolved material. It was our opinion, and one in which the Surgeon General's Office concurred, that all parenteral solutions, whether or not they were described in an official compendium, should pass this requirement, on the basis that the requirement for official drugs for injection sets a standard for purity and quality for all preparations for injection, and that any non-official drug which did not meet this requirement would be in violation of section 501 (c) of the Federal Food, Drug, and Cosmetic Act.

In order that administrative action might be applied uniformly to all manufacturers, it was decided that one individual should be responsible for the initiation of action against these products. Instructions went out to our field stations that all samples of drugs for injection should be submitted to the Administration for examination for undissolved material. It was my misfortune to be selected to pass on these products. In order to establish a reasonable basis for our judgment in this inspection, we collected a large number of samples of drugs produced by various manufacturers in order to determine how free of undissolved material such products could be made under the existing manufacturing conditions. From this survey we got a very good idea as to the amount of indissolved material which could not be eliminated from these solutions except under extraordinary care in their production. We then backed away from that level of contamination to what we thought was a safe distance to allow for variations in the interpretations of the courts, and established our base line for Administrative action. As this project developed, we trained a few chemists in our field stations in the examination of these products.

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They were instructed to examine all samples coming into their stations, and to submit to the Administration for further examination all of the material which they thought was in violation of the Act and all material about which they were in doubt. We still maintained a policy of initiating action only on the recommendation of one individual.

From the beginning of our project on these drugs, we received numerous requests from manufacturers to submit to them samples of ampuls which we thought were passable samples which we thought should be rejected. These requests had to be denied because the amount of contamination in a number of these products does not remain constant. Some of the contamination encountered was due to the precipitation of impurities or the precipitation of degradation products and the amount of indissolved material in these cases may increase with the age of the ampul. It is also believed that in some cases continued soaking may liberate particles of glass which were not completely fused to the walls of the container. It seemed to us that a manufacturer might be misled by basing his examination on a so-called standard which was continually changing. We suggested instead that all manufacturers who were concerned with this problem should send representatives to the Administration's laboratories for a discussion of their problems and to see exactly how we examined the ampuls. We also agreed to examine and classify any ampuls which they cared to bring with

(*Continued on page 423*)

PHOTO COURTESY INDUSTRIAL CHEMICALS, INC.

Survey of Organic Chemicals Used in the Perfume Industry

By HENRY GOLDSCHMIDT

TREMENDOUS progress has been made in recent years, in the development of organic chemicals for use in the perfume industry. Paralleling the trend in other fields, these new synthetics were originally introduced as replacements for foreign raw materials,—in this case, French perfume oils and essences,—which could not be made available during the war, and thus a continuing development was somewhat accelerated. Research and development work of modern chemistry has the purpose in mind to find organic compounds serving the same purposes as natural products of foreign origin. The ultimate result of the work done is, that even top-ranking perfumes of our period are based, to various extent, on synthetic aromatic compounds. The synthetic fragrances allow for an unprecedented range of synthetic "bouquets" and perfume combinations in an endless array of scents and shadings.

The following is an attempt to compile a guide through the multitude of organic chemicals used in modern perfumery. Each of the organics employed is listed under the heading of the flower fragrance which is produced by including them into a perfume. The author feels that this survey will prove useful in many instances; however, he is aware of the fact that this compilation of organic fragrances is not as yet complete and may be improved in many instances. He would, therefore be thankful for any suggestion and idea dealing with this particular field, which may be presented to him by readers of this article.

The flower fragrances given are listed alphabetically.

ACACAIA TYPE ODOR
Neroline is employed in synthetic acacia.

ALMOND TYPE ODOR
Tolyl Alcohol
Benzoic Aldehyde
(reproduces the characteristic odor of bitter almonds)
Paramethyl benzoic aldehyde, or
Paratolyl aldehyde
(has a powerful bitter almond odor, but of a sweeter character than benzoic aldehyde)

ANISE TYPE ODOR
Anisic Alcohol
(very sweet anise-like odor)
Anethol
(employed in perfume and soap compounds)
Anisyl Acetate
(very fine and flowery anisic type fragrance)

BALSAMIC ODOR
Benzyl Benzoate
Benzyl Cinnamate
Cinnamic Acid
(weak balsamic perfume with antiseptic properties)
Isobutyl Benzoate
Linalyl Butyrate
Phenyl Ethyl Butyrate

BANANA TYPE ODOR
Amyl Acetate (Crab Apple Blossoms)

BERGAMOT TYPE ODOR
Linalyl Acetate
(employed in synthetic Bergamot oil, Chypre, Opoponax, Jasmin)
Terpenyl Acetate
(its odor recalls Linyl Acetate, but has less fineness. It is used in soaps.)
Linalyl benzoate
(lily perfume with bergamot note)

CARNATION TYPE ODOR
Acetyl—iso-eugenol
(very sweet carnation odor, good fixative)
Benzyl iso-eugenol
(carnation note)
Eugenol
(base for carnation odors)
Isoeugenol
(useful in carnation compounds)
Isoeugenol acetate
(to be used in traces only)
Benzyl salicylate
(a faint but flowery note, used as a fixative, homogeniser and sweetner)

CASSIE TYPE ODOR
Ethyl Furfuryl Hydracrylate
(basis for synthetic cassie compounds)

CEDAR TYPE ODOR
Cedrol

CHERRY TYPE ODOR
Heliotropine (Piperonal)
(this is often combined with Ylang, Vanillin, and Musk Ketone. It makes a useful fixative and modifier, employed in carnation and sweet-pea compounds.)

CINNAMON TYPE ODOR (Oil of Cassia)
Cinnamic Aldehyde
(possesses a fine odor recalling oil of cassia and is used in soap perfumes)

CIVET TYPE ODOR
Scatol (a constituent of civet, combined with Tetrahydro-paramethylquinoline.)

CLOVE TYPE ODOR
Eugenol
(useful as basis of synthetic carnation ottos, often employed in blending oriental perfumes)
Isoeugenol
(pink clove odor, base for carnation and oriental ottos and perfumes. Blends well with eugenol, vanillin, rose, methyl-ionones. Used in synthetic origin compounds)

CLOVER TYPE ODOR
Amylbenzoate

CYCLAMEN TYPE ODOR
Isopropyl Alphamethyl Hydrocinnamic Aldehyde Cyclamen Aldehyde
(employed in muguet and cyclamen type perfumes; is alakli-proof)

FIXATIVES
Benzyl alcohol
(solvent for musks)
Benzyl Cinnamate
Ethyl Cinnamate
(employed mostly in eau de cologne)
Methyl Cinnamate
(Balsamic odor employed as fixative and in soap perfumes)
Benzyl-isoeugenol
(faint odor, fixative for origan, carnation, chypre, fougere, orris, violet and honeysuckle compounds)
Heliotropine (Piperonal)
Hydroxy Citronellal
(tops the list of synthetic fixatives)
Benzophenone
(rose-like odor, good fixative)
Benzyl Benzoate
(solvent for artificial musks, heliotropine)
Benzyl Salicylate
(good fixative, but liable to discolor)
Linalyl Benzoate
Methyl Cinnamate
(fruity note, fixative for soaps)
Musk Ambrette
(for fancy bouquets)
Musk Ketone
(strongest musk fixative, especially suited for powder odors)
Musk Xylol
(recommended for soap perfumes)
Vanillin
(fixative and sweetner)
Vetiverol
Vetiveryl Acetate
Cinnamic Acid
(pleasant balsamic odor used as a fixative in oriental perfumes)

GARDENIA TYPE ODOR
Phenylmethyl carbinol Acetate Styralyle Acetate

GREEN WOOD TYPE ODOR
Dimethyl Benzyl Carbinol
(floral character, used in muguet, jasmin, rose and lilac)
Dimethyl Benzyl Carbinol Acetate
(used in lily compositions)

GERANIUM TYPE ODOR
Diphenyloxide (Geranium Crystals)
(recalling the Geranium leaf odor employed in soap perfumes)

HAY (NEW MOWN HAY) TYPE ODOR
Ethyl Benzoate
(employed mostly in soap perfumes)
Coumarin
(new mown hay odor employed in chypre, fougere, and synthetic opoponax)
Dimethylhydroquinone
(fixative qualities, employed in lavender, clover, fougere, chypre perfumes)
Niobe Oil, Methyl Benzoate
(dry herbaceous odor recalling hay, used in soap perfumes)
Acetophenone
(very powerful product used in small quantities)

HAWTHORN BLOSSON (AUBEPINE) TYPE ODOR
Anisic Aldehyde
(employed in lilac, acacia compounds; does not discolor in soap)
Methyl Acetonphenone
Anisic Alcohol
(used to perfect the composition of modern lilac)

HONEY TYPE ODOR
Isobutyl Phenyl Acetate
Phenyl Acetic Acid
(strong wax-honey like odor)
Phenyl Ethyl Acetate
(Honey-like odor)
Phenyl Ethyl Isobutyrate
(honey balsam-like note)
Dimethyl Hydroquinone
(has a honey-like odor and underlying note of Turkish tobacco, is employed in fougere bouquets)

HYACINTH TYPE ODOR
Cinnamic Alcohol
(base of artificial compounds)
Phenylpropylic Alcohol (Hydrocinnamic Alcohol)
(a sweet, hyacinth-reseda-like odor employed in lilac, hyacinth, rose, reseda compounds)
Phenylpropyl Acetate
(same as above)
Phenylactic Aldehyde
(employed in synthetic lilac, rose, sweet pea compounds)
Phenyl Ethyl Phenyl Acetate
(hyacinth-like odor)

IRIS TYPE ODOR
Methylionone
(base of synthetic iris and violet compounds)
Irone
(a ketone employed in compounds of orris, cassie, violet, lily, lilac)

JASMIN TYPE ODOR
Benzyl Acetate
(soap and fancy floral bouquets)
Dimethyl-benzyl-carbinol Acetate
(sweet odor with jasmin foundation, employed in compounds of synthetic perfume bases)
Decyclic Alcohol (Alcohol C_{10})
Alpha Amylcinnamic Aldehyde
Methylnonylacetaldehyde
(employed in synthetic jasmin bouquets)
Alpha-amylcinnamic alcohol
(base for artificial jasmins)
Benzyl Formate
(useful in lilac and jasmin compounds)
Benzyl Propionate
(sometimes added to benzyl acetate up to 20%, to modify the note of the latter)
Indol (possesses a powerful and unpleasant odor which, in extreme dilution, recalls the note of the orange blossom-jasmin type)

LAVENDER TYPE ODOR
Geranyl Acetate
(employed in synthetic rose, lavender and fougere compounds)
Benzylidene Acetone
(used in lavender perfumes for soap)
Terpinyl Acetate
(lavender character for cheap soap)

LEMON TYPE ODOR
Citral
(fresh lemon odor employed in eau de colognes and bouquets, also in rose-type fragrances and useful in soap perfumes)
Aldehyde C-8 (Octyl Aldehyde)
(fresh lemon-orange-like odor)
Citronellyl acetate
(recalling the odor of a mixture of lemon and bergamot oils)

LILAC TYPE ODOR
Terpineol
(employed for flower perfumes such as muguet, lilac, sweet pea, mimosa, hyacinth and narciss)
Anisic Alcohol
(excellent base for lilac)
Benzyl Formate
(useful in lilac and jasmin compounds)

LILY OF THE VALLEY (MUGUET) TYPE ODORS
Hydroxycitronellal
Methyl nonyl Acetaldehyde
(very strong odor for muguet compounds)

LILY TYPE ODOR
Farnesol, (sesquiterpenic alcohol)
(very delicate odor)
Terpineol (employed in all kinds of flower perfumes)
Linalyl benzoate
(excellent fixative with a by-odor of bergamot)

LINDEN BLOSSOMS TYPE ODOR
Hydroxycitronellal
(sweet powerful odor reproducing the perfume of Lily of the Valley (Muguet), blends well with linalol, geranium, ginger, grass oils, benzyl acetate and coumarin)

MIMOSA TYPE ODOR
Acetophenone
(very violent odor without the flower fineness employed in soaps)
Methyl Acetophanone
(useful in Mimosa compounds)

MUGUET: SEE LILY OF THE VALLEY

MUSHROOMS TYPE ODOR
Nonyl Acetate
(employed in Gardenia, Tuberosa, Neroli and Reseda)

NARCISSUS TYPE ODOR
Para-Cresyl Acetate
Para-Cresyl-Phenyl Acetate
(employed in lightly diluted proportions in synthetic narcissus and lilac compounds)

NEROLI TYPE ODOR
Ethyl Anthranilate
(employed in synthetic neroli and jasmin compounds)
Methyl Anthranilate
(base of synthetic neroli oils and used in jasmin and tuberose compounds)
Methylnaphthyl-ketone beta
(base of synthetic neroli; alkali-proof)
Naphtol (Beta), Nerolin, Yara Yara
(in dilution an odor of Neroli oil employed in soap perfumes and colognes)
Nerol (a sweet rose neroli odor employed for compounding synthetic neroli)
Alcohol C-10 (Decyl Alcohol)
(Orange-neroli odor)

ORANGE AND ORANGE BLOSSOM TYPE ODOR
Decyclic Alcohol (Alcohol C-10)
(Orange-Neroli odor)
Nonyl Alcohol (Alcohol C-9)
(flowery fragrance)
Decyclic Aldehyde (Decyl Aldehyde, Aldehyde C-10)
(powerful odor recalling orange peel, employed in cassie, orris, orange blossom, rose, jasmin compounds, in 10% solution)
Nonyl Aldehyde (Aldehyde C-9)
Octyl Aldehyde (Aldehyde C-8)
(fresh lemon-orange-like odor
Methylnaphtylketone Beta
(orange blossom odor employed in synthetic neroli)
Methylnonylacetaldehyde
(base of fancy perfumes and employed in synthetic jasmins)

ORCHID TYPE ODOR
Amyl salicylate
(base for "Trefle" compounds)
Isobutyl salicylate
(has a sweeter character than amyl salicylate)

ORRIS TYPE ODOR
Cuminic aldehyde
Cuminol (p-isopropyl-benzaldehyde)
(employed in synthetic cassie, orris and violet compounds)
Aldehyde C-11
(useful in Orris perfumes)

PEACH TYPE ODOR
Aldehyde C-14 (Peach aldehyde)
(very strong, peach-like flavor)

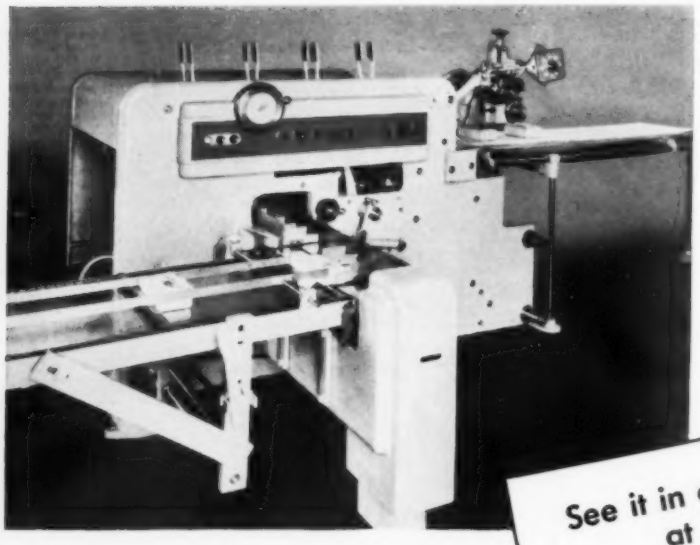
PEAR TYPE ODOR
Amyl acetate
(fruity niote)
Geranyl propionate
(pear-like fruity note)

PEONY BLOSSOM TYPE ODOR
Veratol (Ortho-dime-oxybenzene)
(Possesses a characteristic and pleasant peony blossom odor)
(Continued on page 429)

Perfume Combinations

	Carnation	Rose	Jasmin	Lilac	Peony
Citronellol	1	4	1		2
Phenyl Ethyl Alcohol—is to adjust 5 to 20					
Benzyl Acetate	2	8	2	2	
Terpineol	2	1	8	1	2
Eugenol	1	1	2	8	
Linalol	8	1		1	1
Ionone	1	1	1	1	
Bornyl Alcohol	1	1	½		8

A new high in Wrapping Machine ***ADJUSTABILITY***



See it in operation at the PACKAGING SHOW.

This new machine, which will be in operation at the Packaging Show, is of special interest to all package goods manufacturers, for it marks the greatest advance to date in wrapping machine adjustability. The Universal 4, therefore, will appeal to many manufacturers whose products are packaged in a variety of sizes.

SELF-MEASURING PAPER FEED

This is the only machine that has the new and revolutionary self-measuring paper feed. With this feed only one hand-wheel adjustment —for length of carton—is needed in switching from one size to another. Moreover, if trays are used, the *height* of the contents *can vary greatly and still permit continuous wrapping.*

The Universal 4 can be equipped to print and attach labels showing contents of package, price and date. And it can also apply a printed band under the wrapper, so designed that it serves as an easy-opening device.

We suggest that you make a note now to see us at the Show—where we can tell you more about the Universal 4 and other new developments and trends in the packaging field.

PACKAGE MACHINERY COMPANY • Springfield 7, Massachusetts

30 Church St., New York 7 • 111 W. Washington St., Chicago 2
101 W. Prospect Ave., Cleveland 15 • 849 Marietta St., N. W., Atlanta 3
443 S. San Pedro St., Los Angeles 13 • 320 Market St., San Francisco 11
18 Dickens Ave., Toronto 8

•

PACKAGING EXPOSITION

Convention Hall, Philadelphia

APRIL 8-11 BOOTHS 213-214

•

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

Packaging and Selling

Variety vs. Exclusivity

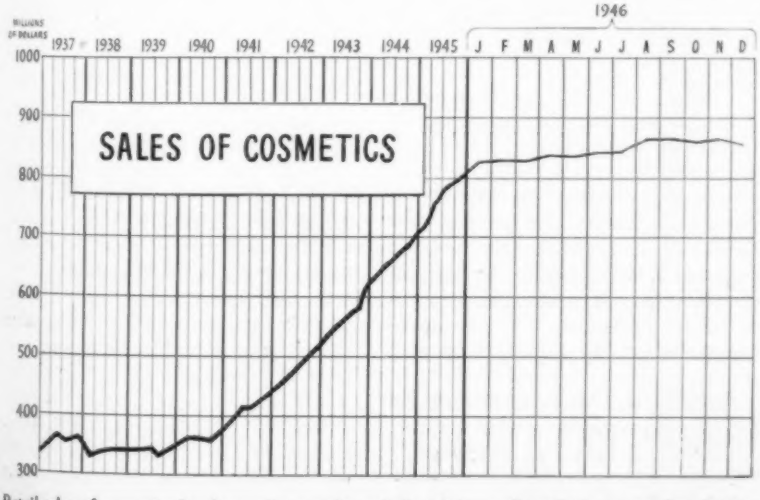
The cosmetic department is one of the best traffic-pullers in retail stores. In the number of transactions per sales person, in the percentage of charge customers trading in this one department, and in other statistical checks which indicate the activity of retail departments, the cosmetic department stands among the first four or five in the entire retail store. And yet in spite of this clear statistical record, there are retail trends which indicate that stores are ignoring the value of the cosmetic department in producing traffic which helps every other department.

During the past year or two, among the top stores there has been an increase in the double and triple demonstration system by a single manufacturer, and many stores have been persuaded to allow single manufacturers a predominating share in the counter and floor space of their department. These agreements by the store have been made on the basis of what on the surface looks like a very favorable deal for the store because the manufacturer supplies the sales help without cost, pays rent for all of this store space and in some cases installs all of the fixtures and counter in this space without expense to the store and offers other promotional advantages. This might be an advantage to the manufacturer in that he can make use of this dominating tie-up with a leading store in building prestige in other cities, but only time will tell whether the store, itself, will profit not only from the viewpoint of the entire cosmetic department, but of the entire store.

We like much better the approach taken by the Launderall in a recent newspaper campaign in which they list all of the retailers carrying their washing machine in the territory of the newspaper. Readers may remember that a little while ago another washing machine company operating in selective distribution on the basis of exclusive franchise was cited by the Federal Trade Commission for restraint of trade.

We produce below the copy which was given prominent display in a large box in the Launderall advertisement. To us this copy is filled with the confidence of the manufacturer in his own product, where he needs no monopolistic advantage to succeed, which suggests a very primary and convincing motive for any customer to visit this particular store. After all the customer who, we are told everywhere, is becoming more discriminating is certainly impelled for this reason to visit a store where he will have a variety of choice and selection for anything that he is interested in purchasing.

"A launderall franchise does not impose any restriction upon its dealers to carry Launderall exclusively; a Launderall dealer is free to carry any washing machine he chooses. Therefore, it is *wise* to shop at a Launderall dealer for it affords you the opportunity of selecting impartially the washing machine you want."



Retail sales of cosmetics for the twelve months ended with December 1946 amounted to $852,974,000. This compares with a total of $863,809,000 for the twelve months ended with November 1946 and with $805,279,000 for the twelve months ended with December 1945.

Department of Commerce Monthly Retail Trade Report

Retail sales of all kinds in drug and department stores showing the increase for the month of December 1946 over the same period in 1945.

	Department Store	*Drug Store*
Cleveland	+31	+8
Cincinnati	+18	+8
Portland, Ore.	+24	-1
Philadelphia	+21	+5
Memphis	+22	+5
Dallas	+18	+19
Salt Lake City	+31	-1
Birmingham	+18	-2
Los Angeles	+24	+2
San Francisco	+22	-15
Denver	+29	+4
Atlanta	+21	+9
Chicago	+16	+5
Indianapolis	+24	+2
New Orleans	+22	+5
Baltimore	+21	+3
Boston	+18	+8
Detroit	+20	+10
Minneapolis	+20	+13
Saint Louis	+30	+3
Newark	+26	+14
New York	+27	+6
Buffalo	+23	+7
Seattle	+17	0
Milwaukee	+21	+8
Providence	+19	+6

Baby Market

An estimated $180,000,000 will be spent in 1947 on baby products, according to Centaur. Their studies show that of more than 8,000,000 babies under four years of age in the United States, averaging 190 babies for each drug store, $50 per child is spent each year for baby items. On the basis of a test campaign conducted by Centaur, it was determined that impulse buying had resulted in a 185 per cent sales increase of 18 leading baby items over the preceding month in one store.

The company is circulating a folder containing a comprehensive check list for baby goods departments, which will include suggestions for setting up the department, taking into consideration limitations of space. The check list consists of 57 points under six subject headings. These are: location in the store, displays, arranging products, personnel, baby department promotion and long term operation.

Shadow Proof

A new way to avoid five o'clock shadow without shaving twice a day is being offered by Shadow Proof Inc., Boston, with its new men's face cream. When five o'clock rolls around simply apply Shadow Proof to the shaded area and enjoy that new-shave look until it's time to shave next morning. Available in flat red and black jars, it retails for $1.00 plus excise tax.

Packaging Show Program

E. A. Throckmorton, president, Container Testing Laboratories, Chicago, and vice-president in charge of packaging, American Managment Association announced eight subjects and two general clinics which will comprise the program at the conference on packaging, packing and shipping, sponsored by the American Management Association, which will be held in Convention Hall, Philadelphia, concurrently with the seventeenth annual AMA Packaging Exposition, April 8-11.

Tuesday, April 8, will be devoted to discussions of unit packaging for consumer goods. Papers on "How to Sell Packaging to Top Management," and "A Program for Packaging Cost Reduction," will be read in the morning. In the afternoon, a question-and-answer clinic will consider the packaging problems of design, production, product protection, merchandising, materials and the consumer.

Discussion of shipping containers will be featured Wednesday, April 9. Three subjects, "Industry's Stake in the Freight Classification Revision," "A Packaging of Metal Parts," and "Determination of Container Sizes" will be discussed in the morning. The clinic in the afternoon will consider the subjects of wooden containers, fibre containers, transportation, the armed forces and testing.

On Thursday, April 10, the morning session will hear talks on "The Outlook for Improved Packaging Machinery," "Developments in Pre-Packaged Perishable Foods" and "Can Package Design be Evaluated?" The three topics in the afternoon are "Techniques of Export Packaging," "Eliminating Donage Claims Through Proper Carloading & Staying" and "Packaging Economies Through Unit Loads." There will be no sessions on Friday, April 11, the last day.

"Many packages are now better than need to be for ordinary commercial use and, therefore, too expensive," Mr. Throckmorton pointed out in expressing the views of the AMA Packaging and program planning council. "The ability of the package to aid in sales and merchandising is more important now. Except for certain export markets, we can reduce package costs by eliminating expensive materials and construction methods required only to meet wartime's special needs."

The Cosmetic Trend

Today the cosmetic industry finds itself in the pleasant position of being able to cash in on the level-headed price policies that it has followed through most of the war. Prices that remained remarkably steady, while those of other groups of articles rose rapidly as ceilings were removed, do not need lowering now. Customers who had no reason to complain in the past have none today and they are not expected to do so in the future, even if further declines should take place in other fashion lines.

This presumes, of course, that the spending capacity remains upon its current levels which, surprising as it may sound, is the highest ever enjoyed by the American consumer. The prospective lowering of income taxes improve upon this already highly favorable income picture.

However, while manufacturers of branded goods, with their firmly established price tickets will have no need for worry, therefore, about its acceptance by the consumers, buyers feel that the broadening of the toilet goods market that is essential, if sales are to be raised another ten percent over last year's volume, will require merchandise at price levels that can attract new consumers. This need is especially claimed for assortments in the just above medium and the medium to low price ranges. In other words, while there are plenty of goods fitting the price expectations of the customer of today there are not enough to take care of the consumer whose higher income will place him in new brackets. It is pointed out, for example, that the proportion of wage-earners to the so-called white collar workers in the middle income groups is not today what it was before the war. There are more wage earners among them and new graduates are added daily as wage income is established upon its post-war levels.

The wage earners' family has a different approach to the offerings of the toilet goods counters than has that of the white collar worker. In addition the wage earners' cosmetic needs are bound to change as the novel position of his family requires greater attention to personal niceties. What these new needs will be is difficult to discover until they have fully developed. It stands to reason, though, that cleansing utilities will play a greater part in his or her purchases, for instance, than now and that this inevitably must lead to a larger demand for the more economic sized packages.

At any rate, there is evidence of a widening gap in the price structure of the cosmetic retail markets. Buyers would like to see it closed in one manner or another. They do not go so far as to ascribe the slackness during recent weeks to their inability to supply the market with what it wants. They say, however, that a more elastic price policy of the brand leaders by way of the introduction of additional sizes might do much to induce new customer groups to the counters which, at present, stay away or do not buy as much as they would if intelligently catered to.

you sell a good "deal" better

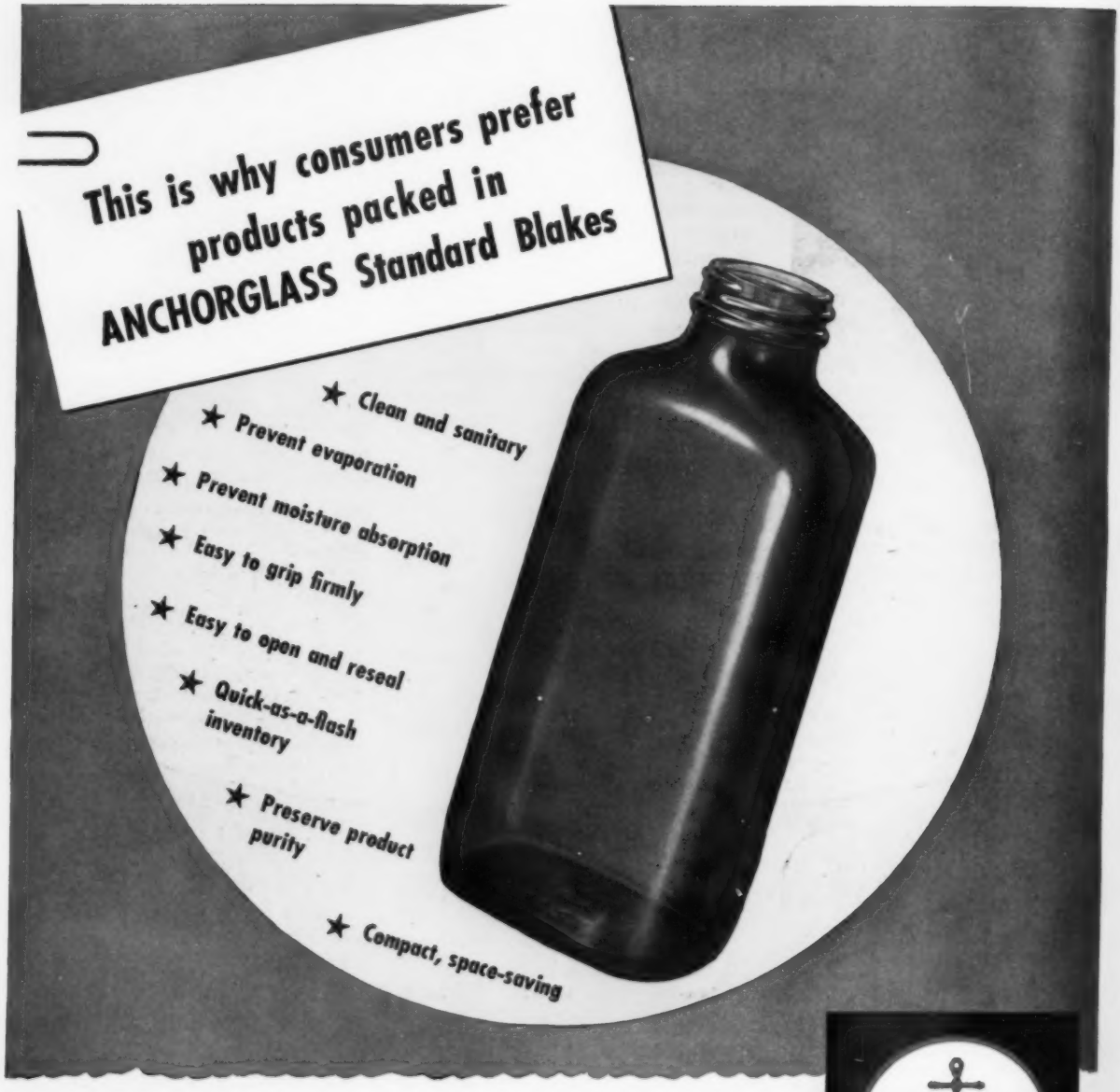
in VUEPAK

It happens every time . . . sales of drugs and cosmetics zoom when they're put into transparent, rigid individual "showcases" of Vuepak.

And when it comes to special offers, introductory deals and companion selling events, Vuepak really does an extra special job of showing and selling. In a container of sparkling, eye-catching Vuepak, all the advantages of the "deal" . . . the number of items, their beauty, freshness, color, design, etc. . . . are attractively *revealed* AND *protected*.

Also: Retailers like Vuepak'd "deals" better because they display better, they're fully protected against handling, missing items, shopwear and dust; they don't depend upon clerks to explain, they accelerate turnover and build up volume.

If you're planning any combination offers . . . don't fail to show your customers what you've got to offer . . . via Vuepak. Get the details from your box supplier, or direct from MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield 2, Mass. In Canada: Monsanto Ltd., Montreal, Toronto and Vancouver.


This is why consumers prefer products packed in ANCHORGLASS Standard Blakes
★ Clean and sanitary
★ Prevent evaporation
★ Prevent moisture absorption
★ Easy to grip firmly
★ Easy to open and reseal
★ Quick-as-a-flash inventory
★ Preserve product purity
★ Compact, space-saving

ALL the reasons for consumer preference of these and other standard containers can be summed up in three words—*protection, convenience, visibility.*

Protection is positive because Anchorglass standard containers are impervious to the action of most products. They impart no foreign tastes or flavors. They prevent evaporation and absorption of moisture. They preserve the purity, strength or other qualities in your products. They're clean, sanitary, safe.

Convenience is provided by Anchorglass standard containers in a number of ways. They're easy to open, yet may be effectively resealed time and again until the contents are used. They're easy to grip firmly. They're compact and space-saving.

Visibility is important in some cases to permit the customer to see what she is buying—in others, to permit a quick-as-a-flash inventory of the supply on hand. And always the clean, transparent, sparkling brilliance of Anchorglass containers—either flint or amber—has a powerful appeal.

All this adds up to consumer preference—the best reason in the world for packing your products in Anchorglass standard containers.

Anchor
CONTAINERS and CAPS

PRODUCTS OF
ANCHOR HOCKING GLASS
CORPORATION
LANCASTER, OHIO

Tune in "Crime Photographer" every Thursday evening, entire Coast-to-Coast Network, CBS

Chen Yu's "Lip-pact" teams both lipstick and lipbrush, in a single, convenient container. Lip-pact's efficient little brush is always clean, protected and right at hand. Available in six Chen Yu shades.

Both solid and cream Maybelline mascara are now being packaged in a new 25 cent size and offer value-plus to the consumer.

Parfume Corday presents for the first time, four of its fragrances in quarter-ounce bottles—Frenzy, Possession, Tzigane and L'Ardente Nuit. The rectangular boxes are bright with color, each perfume carrying out the color motif of the large size.

New Collection of Cosmetics

Debutante is the name of a delightful new collection of cosmetics created by Daggett & Ramsdell. A pleasing, practical way to well-groomed beauty, Debutante appeals to the youthful beginner who longs for the assurance of perfect grooming, to the girl in search of a career, and to the busy young mother whose time is often precious. Debutante cosmetics are basically simple and easy to use. For the first step in skin care, cleanliness, there are two items, Beauty Cream and Beauty Lotion, either of which would be followed by the Skin Freshener. Special Formula, a bland, soothing lotion for minor skin irritations, is tinted to blend with the complexion. Make-up comes in a complete range of young, dramatic shades, blended to harmonize with the natural skin tones, with such descriptive names as Blush Pink, Bright Red, Jewel Red, Orchid Rose, Spice Red. Two more sophisticated, after-dark shades are Evening Rose and Midnight Red. The Make-up Lotion is matched shade for shade with the face powder, compressed into a sift-proof cake, convenient for purse or dressing table. For eye glamor there are three shades of mascara. Bath and grooming aids follow in the delightful youthful Debutante fragrance—soap, bubble bath, bath powder and talc. There is also a unique, soapless product for the hair, Foamy Powder Shampoo, a hand lotion and deodorant cologne. Exquisitely packaged in Debutante blue, decorated with dainty pastel bouquets, the Debutante line is gay, lovely, and the modern answer to a young woman's beauty care!

This is a new departure for Daggett & Ramsdell and a mighty interesting one.

Private Brands Again?

During the last five years cosmetic manufacturers have almost forgotten one of the real competitive problems of prewar days, that is retail private label brands. Many of these brands passed out of existence during the war because of the difficulty in getting manufacturing facilities or packaging supplies, or where they were continued by the retail store the expanding volume of consumer demand minimized or eliminated the store line as a competitive factor. Now we hear from various parts of the country of a strong tide of revival for the retail private label and reports that future developments will lift some of these lines into a much more substantial competitive factor than they were before the war. For some years there has been a

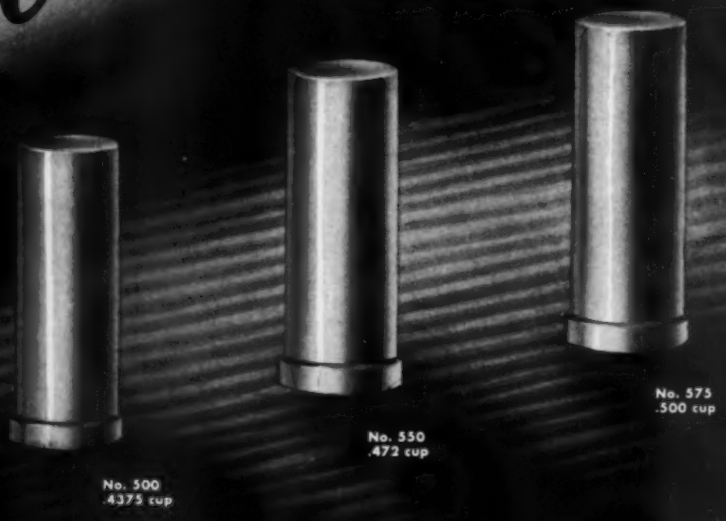
Debutante is the name of a delightful sequence of cosmetics from Daggett & Ramsdell—simplified beauty aids, young, vibrant make-up and refreshing bath preparations—all in the same fragrance.

Seaforth's new liquid deodorant, designed especially for men, does not prevent perspiration but helps to prevent offending.

de Heriot, Inc. offers new talcum powder packages available in all de Heriot fragrances—White Lace, Parma Violet, La Premiere, Wood Lilac and Gardenia Fleur—packaged in pastel shades with embossed flowers.

Rich Low BRASS

SWIVEL LIPSTICK CONTAINERS



"Fashioned Like Jewels"

THE ULTIMATE IN QUALITY

- De Luxe polished Rich Low brass — baked lacquer finish
- Free wheeling mechanism — It is impossible for the filler to swivel up while the cap is on
- "Click-Tite" closure*

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*Patents Pending

John H. Breck Inc. has created a new perfume for the hair—Breck Bouquet. This lovely fragrance may be brushed into the hair or applied with an atomizer.

Bright colored Easter gift cards that clip on each Kidmetic package add a touch of season's greetings to the line of four to fourteen Irene Blake Cosmetics.

Dura-Gloss offers a new make-up harmony: Dura-Gloss lipstick in five shades to match and blend with Dura-Gloss nail polish in an attractively duo-package.

strong movement toward centralizing buying by various groups of stores. Some of the major department stores have formed highly integrated central buying offices which they own and operate on a cooperative basis, and a number of buying organizations are functioning centrally as a buying and advisory service to many of the smaller stores.

A weakness of the private label in prewar days lay in the fact that in nearly each case a single store operated its own private label division, and as a result the brand was for sale in only that one store and was identified by the consumer merely as a private brand of a single retailer. Because of small production and because this was a secondary activity to retailing, the store could rarely be as alert as the independent manufacturer in packaging, new products and in technical control.

Now it appears that plans are under way to form private label companies that would operate on a national basis, be available to a single store in the community and be planned and promoted by a separate national organization, which will either be owned by the stores or in which the store has some intimate and contractual advantage. This new method may well combine all of the advantages which a store previously felt it had in its own private label with the new advantages of establishing a national market with outside vigorous promotion, packaging development and technical improvements.

Dramatic Departure

John Frederics is offering something daring and different in the way of make-up shades called the Golden Arrow Halftones. These are cosmetics created for the few since these shade departures are rather startling although as the name, "Halftones" implies, gently muted. For the redhead there is "Sun Blonde" face powder, a decided earth tone. With it John Frederics suggests Sun Blonde lipstick, a terra cotta shade. For the brunette there is "Sable Gold" face powder, a rich, warm shade which calls for Sable Gold lipstick—dark, dark brown. "Tickle Pink" face powder is designed for the blonde, a fragile shade complimented with Tickle Pink lipstick in a light pink shade. For the white-haired—sophisticate! that is—it's "Blue Gold" face powder, a sky shade to harmonize with blued tone hair. With it, is Blue Gold lipstick, *actually* blue, or, an amazing alternate, Cloud

Lentheric's Easter egg package, topped with a pink camellia and soft plush bow contains three miniature flacons of Tweed, Confetti and A Bientot perfumes.

Dorothy Perkins has created the Woodspice Duo—outdoorsy Woodspice cologne matched with dusting powder of the same exhilarating fragrance and gift packaged.

The Seventeen Cosmetics new Trotter is a smartly-styled plastic-and-faille handbag lined with washable plastic fabric and filled with beauty essentials.

Eight new Guerlain lipsticks are being distributed in this country. Two new shades have been added for spring, Iris and Zinnia.

La Cross' new "Four in Hand" is an attractively packaged four-some of "Naylon" nail polish shades in miniatures of the Naylon bottle.

Peach Satin Cream is a neck and chest cream created by Marie Earle for crepey-dry and drawn skin. This emollient is faintly scented and handsomely packaged in a chartreuse jar.

Gold lipstick, an off-white suggested with silver hair.

It's been a long time since make-up has gone in for the more bizarre effects but John Frederics admittedly has created these shades for those few rare women with a definite sense of drama.

Fashion Plate

Revlon's new "Fashion Plate" will undoubtedly be exciting powder foundation news for April. Fashion Plate is a cream wafer make-up which promises to give a poreless-as-porcelain finish without being drying to the skin. What more can a woman desire? Fashion Plate is applied without water so that it does not come into the cake make-up category but seems to rest somewhere between Elizabeth Arden's Pat-a-Kake and Kathleen Mary Quinlan's "Aerated" cream cake. It's powder-harmonized in 11 fashion shades so that the under-tone can be echoed in the over-tone to create blended flattery. Fashion Plate is dressed in a shallow, round, thin compact with red lucite outer-rim and ivory colored plastic top.

The search for the perfect foundation goes on and on. But isn't it better that way? Just what would happen to competition if someone suddenly came up with a powder foundation that would be all things to all women?

Taxability of Cream Shampoos

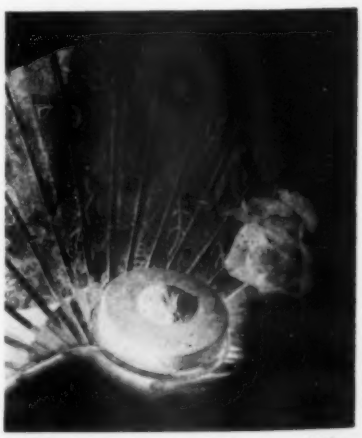
Manufacturers who have been undecided as to whether their cream shampoos are cosmetics or soaps will be interested in the following letter from the Deputy Commissioner of Internal Revenue to the Toilet Goods Association.

"The Bureau holds that a shampoo containing more than 5 per cent saponaceous matter and which is advertised and sold solely for cleansing purposes is a soap or substitute for soap and as such is not taxable. A shampoo which is recommended on the label or in other advertising matter as a hair tonic or dressing, or for waving, bleaching, tinting, dyeing and otherwise changing the natural appearance of the hair, is subject to the tax imposed under section 2402 of the Internal Revenue Code, regardless of the amount of the saponaceous matter in the product. A shampoo which contains 5 per cent or less of saponaceous matter is taxable, regardless of advertising claims or other ingredients.

"The above rulings are applicable regardless of whether the shampoo is in the form of an oil, liquid or cream."

Revlon has created an exciting new make-up called "Fashion Plate" dressed in a shallow round thin compact with red lucite outer-rim and ivory colored top.

Mark Cross is introducing an English pigskin travel kit as a "special number" for Father's Day. The kit contains after shave lotion and cream and cologne water.



Yardley's make-up base in three "color-light" shades, Blonde, Medium, and Bronze, is designed to give skin the fresh beauty. It is packaged in a smart compact container of pink plastic.

MORE EYES REACH FOR YOUR PRODUCT

IN CARTONS OF COATED LITHWITE*

...THE QUALITY CLAY-COATED PAPERBOARD

For a more "eye-tractive" package that gets the breaks in today's modern stores, many leading mass merchandisers have turned to cartons of *Coated* Lithwite. Good reason! For *Coated* Lithwite is the quality *clay-coated* paperboard that makes the upgrading of packages *practical* for mass producers. Made in one straight-through operation . . . quality-guarded by exacting controls . . . *Coated* Lithwite has a durable whiteness, a crispness, a richness and brilliance that mean extra display appeal. *Coated* Lithwite has been *performance-proved* for 8 straight years. While production is currently sold up, why not investigate, now, how *Coated* Lithwite and Gardner-Richardson carton craftsmanship can team together to make more eyes reach for *your* product?

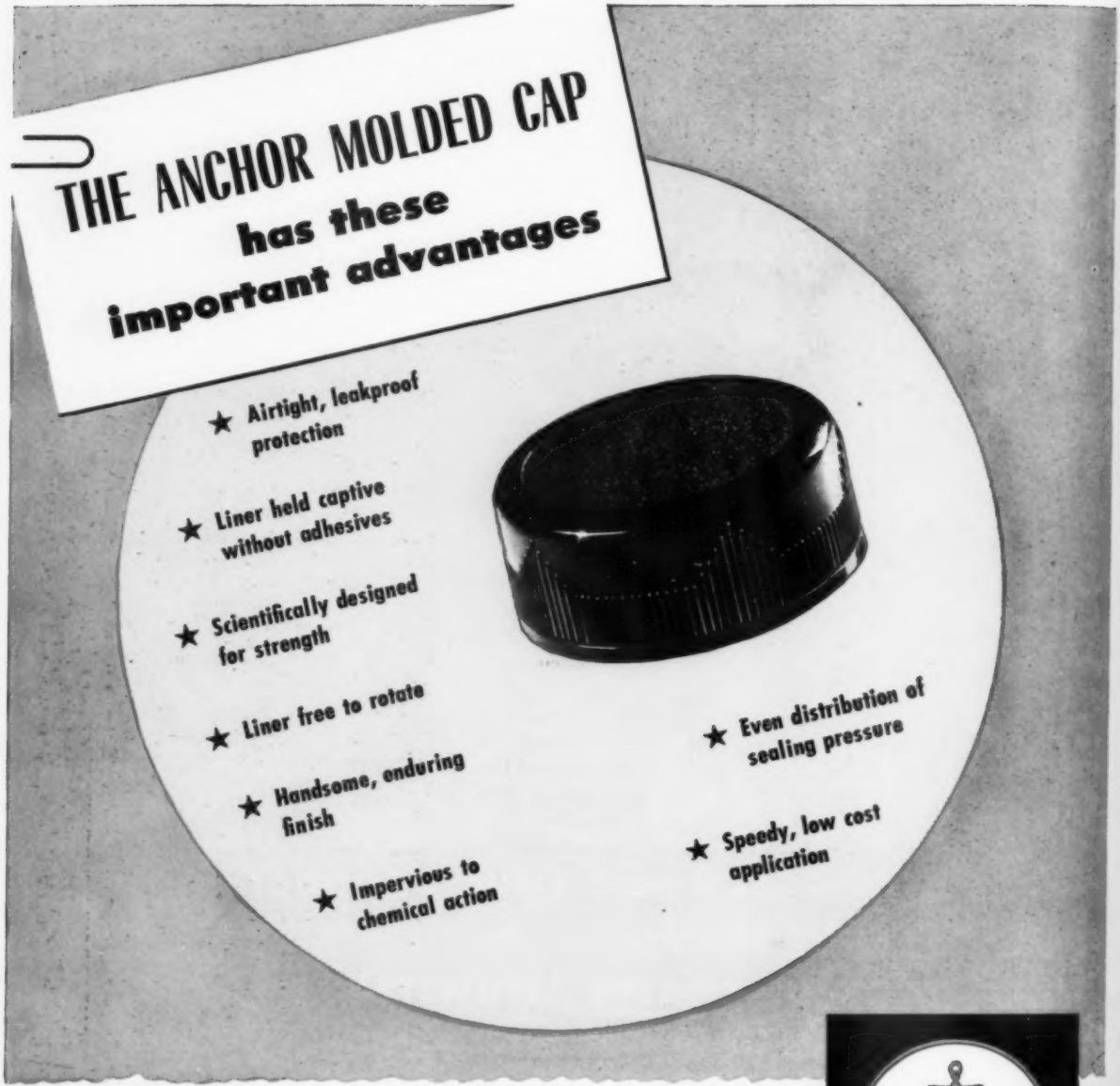
Whiter. Brighter. Takes inks brilliantly. Coated Lithwite's smooth chalk-free surface takes plate impressions uniformly, brings up colors vividly. Rub-resisting. Fade-resisting. Easier to glue. Performance-proved for 8 years.

A product of THE GARDNER-RICHARDSON CO.

Manufacturers of Folding Cartons and Boxboard, Middletown, Ohio

*Reg. U.S. Pat. Off.

Sales Representatives in Boston, Chicago, Detroit, New York, Philadelphia, Pittsburgh, St. Louis.


THE ANCHOR MOLDED CAP
has these
important advantages
★ Airtight, leakproof protection
★ Liner held captive without adhesives
★ Scientifically designed for strength
★ Liner free to rotate
★ Handsome, enduring finish
★ Impervious to chemical action
★ Even distribution of sealing pressure
★ Speedy, low cost application

Shown here are 8 good reasons why the Anchor Molded Cap is so greatly in demand. But it's noticeable that most of them are a direct result of the patented liner retaining ledge and recess.

This ledge holds the liner — full size to cover the complete glass sealing surface—firmly in place at all times and under all conditions. Yet no adhesives are needed—the liner rotates freely during the sealing operation. That means the elimination of buckling, wrinkling or creeping. The glass finish can't damage the liner—so every seal is efficient.

The thread of the Anchor Molded Cap is scientifically designed to give a full 360 degree contact with the glass thread. Broad and shaped to conform to the thread of the glass container, the cap thread makes possible an even distribution of sealing pressure, assuring a tight, leakproof seal. Yet removal and reseal are easy and positive, providing easy access to contents with proper protection between uses.

Anchor
CONTAINERS and CAPS

PRODUCTS OF
ANCHOR HOCKING GLASS
CORPORATION
LANCASTER, OHIO

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PRECISION-MADE "fitments"

to your Specifications

SCIENTIFIC perfection is your assurance with every dropper no matter what your specifications are.

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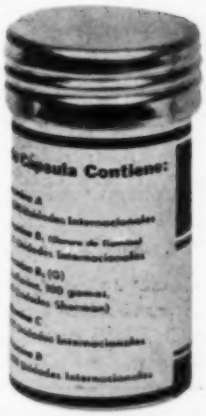
OPAL JARS • HANDMADE GLASS BOTTLES • MACHINE MADE FLINT GLASS BOTTLES

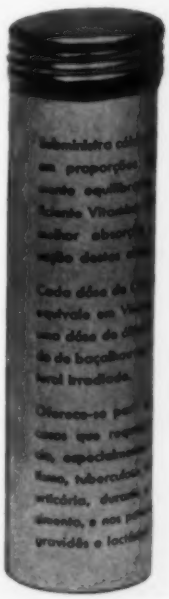
For products that justify the finest in glass containers

Victor
ALUMINUM VIALS

★ **LIGHT:** One-sixth the weight of glass. Practical to ship by express instead of freight, by air instead of rail or ship. Use less packing.



★ **TOUGH:** Aluminum vials are unbreakable. Eliminates claims for damage due to breakage. Victor aluminum vials are insulating in character and light tight, protecting against deterioration caused by moisture and light. Victor aluminum vials can be internally waxed adding further protection.

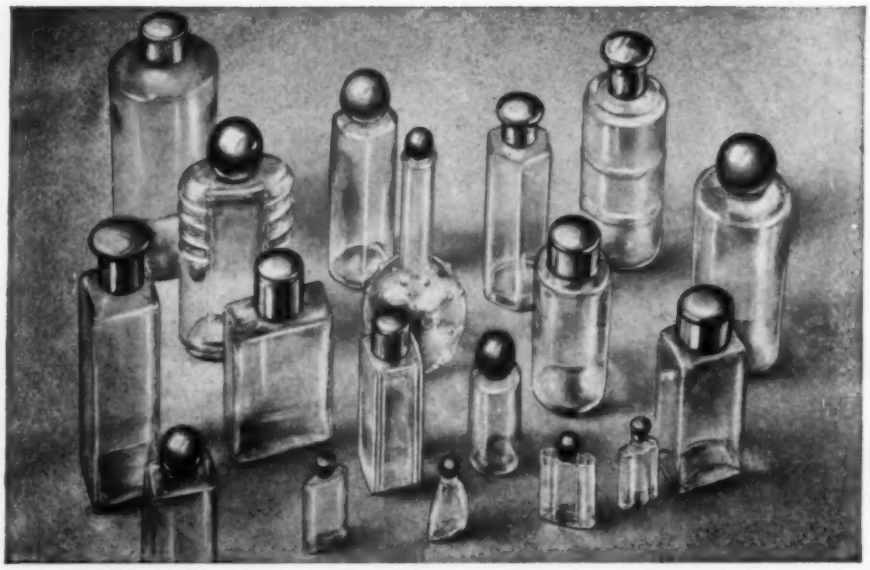


★ **RIGID:** Aluminum vials hold their shape resisting denting, twisting and bending. Victor caps screw on and off smoothly furnishing a tight seal.

★ Victor Aluminum Vials can be decorated in a manner similar to collapsible tooth paste tubes. This labeling is permanent and will not drop off in the manner of a paper label when the container becomes wet. The overall construction of the aluminum vial makes it difficult to counterfeit.

Victor Metal Products Corp.

196 DIAMOND STREET, BROOKLYN 22, N. Y.



HEADQUARTERS *for* FINE CLOSURES

•

RICHFORD is Headquarters for those fine Closures that lend crowning distinction to your bottles and jars.

This picture gives you some idea of the versatility of Capstyle Design by RICHFORD Craftsmen. Each Closure is made of solid brass, polished to a permanent lustrous finish that cannot be matched by anything on the market today.

In addition to an exceptionally wide range of outstanding Closures, which are always on hand for immediate delivery, RICHFORD stands ready to develop and produce unusual Capstyles exclusively for your line.

RICHFORD CORPORATION

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Represented in: ST. LOUIS KANSAS CITY CHICAGO LOS ANGELES PITTSBURGH CINCINNATI

MOLDED PLASTIC JAR CLOSURES

Of Superior Quality

Tailor your packaged products with touch-appealing, lustrous, non-corrosive molded closures.

Prompt delivery in standard sizes and all colors.

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SALES *by the Package!*

MILLIONS OF CONSUMER-PRODUCT SALES are made daily in which *the influence of an attractive package* is a deciding factor.

The volume of these "*sales by the package*" is indicated by the results of national surveys* which show that 62% to 75% of the 65 million adult women—who buy ¾ of all goods sold at retail—make up to 53.8% of their buying decisions at the point-of-sale—selecting items and brands they had *not* planned to buy when they entered the store.

Thus—packages that attract, and make a better impression of quality within, win sales! Ritchie produces millions of such sales-making packages for America's leading merchandisers.

NEVER UNDERESTIMATE THE POWER OF THE PACKAGE!

W.C. Ritchie and COMPANY

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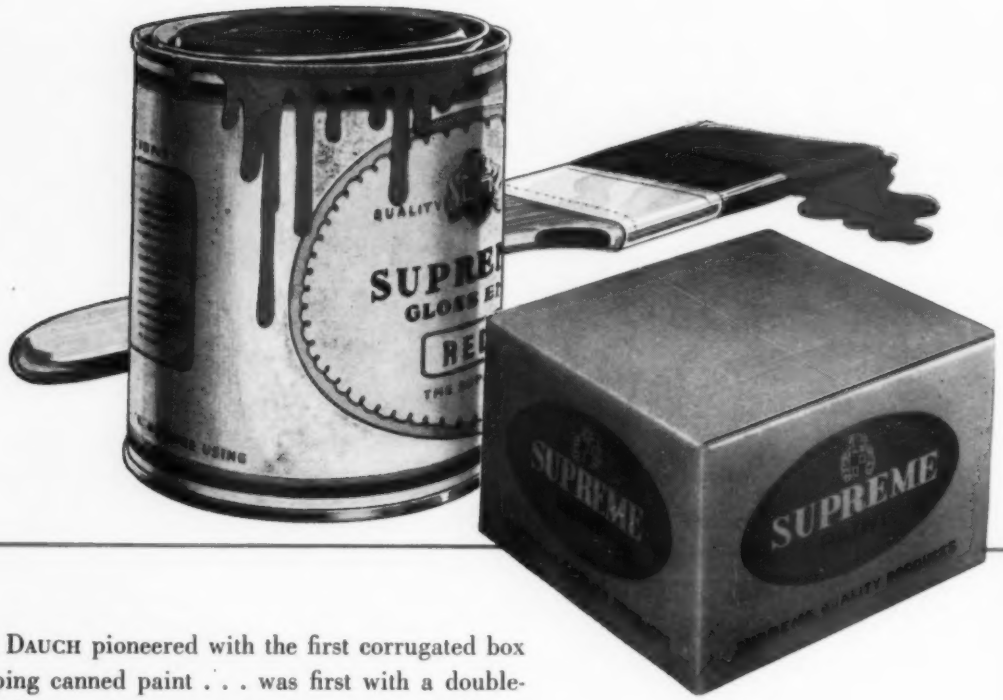
- SET-UP PAPER BOXES
- FIBRE CANS
- TRANSPARENT PACKAGES

WAY TO INCREASED SALES. Let Ritchie help you develop a package that meets the increasing challenge of self-service retailing. A practical, production-planned package that instantly identifies, fully protects and conveniently dispenses your product. Easy to fill or pack—to handle and display—but above all an attractive *SELLING* package.

**Consumer surveys conducted for E. I. du Pont de Nemours & Company, Incorporated*

NEW YORK • DETROIT • LOS ANGELES • ST LOUIS • MINNEAPOLIS • MILWAUKEE • PITTSBURGH • PORTLAND • SEATTLE • MIAMI

first to develop a corrugated box for PAINT



HINDE & DAUCH pioneered with the first corrugated box for shipping canned paint . . . was first with a double-wall box that greatly increased protection in transit, increased packing and handling efficiency, simplified identification in storage. Now, most canned paint is shipped safely and economically in corrugated boxes. Now, also, many other H & D "firsts" have become standard for their respective industries—glassware, chinaware, canned food, furniture—and are reducing shipping costs, eliminating damage in transit, decreasing distribution costs, increasing sales. The Hinde & Dauch Paper Co., 4704 Decatur Street, Sandusky, Ohio.

LOOK TO
REG. U. S. PAT. OFF.
H&D
FOR PACKAGING
"firsts"

HINDE & DAUCH · *Authority on Packaging*

FACTORIES IN: Baltimore 13, Maryland • Buffalo 6, N. Y. • Chicago 32, Illinois • Cleveland 2, Ohio • Detroit 27, Michigan • Gloucester, N. J. • Hoboken, N. J. Kansas City 19, Kansas • Lenoir, N. C. • Montreal, Quebec • Richmond 12, Virginia • St. Louis 15, Missouri • Sandusky, Ohio • Toronto, Ontario • Boston, Mass.

IT'S THE PRINCIPLE OF THE THING...

An entirely modern conception of cap construction is responsible for Meritseal's outstanding efficiency. Feature by feature, qualities have been built into Meritseal to make it the cap best suited to the requirements of manufacturers of quality cosmetics. Meritseal combines beauty, durability and economy, and its easy application makes production men smile. Check over these features carefully . . . perhaps Meritseal is just the cap you need to give your product a lift.

MERITSEAL CONSTRUCTION is simple and efficient . . . it consists of a fabricated sheet metal shell into which is inserted a suitable liner and a thread made from a strip of non-corrosive metal or aluminum. The thread is formed into a ring, holding the liner in position. Lower edge of the shell curves inward, locking the thread in place.

MERITSEAL COATINGS are colorful . . . for sales appeal. They're hard and tough . . . to resist scratching and scarring. They're lacquered or lithographed to meet your requirements.

MERITSEAL LINERS are available in several materials to meet the specific requirements of a wide variety of products. Inquiries concerning special liners are always welcome.

MERITSEAL THREAD DESIGN emphasizes pronounced contours and uniformity of pitch. Maximum sealing efficiency is assured, and any tendency of cap freezing to the container is eliminated.

MERITSEAL SIZES range from 48 mm. to 89 mm., and soon larger sizes will be available. Special sizes can be made with the addition of a nominal tool charge.

See for yourself how really good looking and efficient Meritseal is. We will be pleased to send you full information and samples to fit your own package. Be sure to mention the size of the caps and the color you prefer.

Meritseal—

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Division of
Crown Cork & Seal Company

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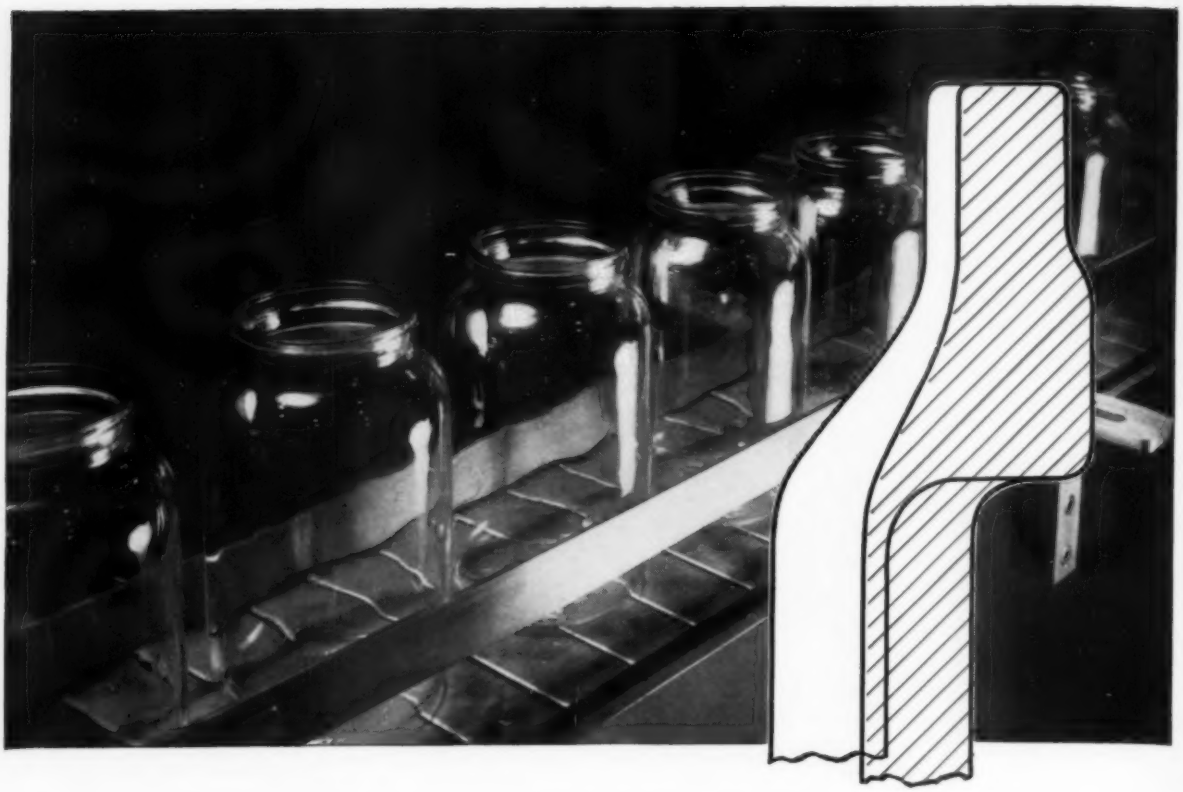
WESTERN REPRESENTATIVE: WESTERN CROWN CORK & SEAL CORPORATION . . . SAN FRANCISCO . . . LOS ANGELES



HOW A CHANGE IN CONTOUR SOLVED A GLASSMAKING PROBLEM

Shortly after the glassmaking industry adopted standardized containers, one of our customers sent in an order for the new lightweight jars, specifying a long-established standard finish.

Using the new mold patterns approved by the industry, we set up our machines—started production—and ran smack into serious trouble. The wall of glass at the lip of the finish was just too heavy for the new lightweight jar. It cooled much slower than the lighter side wall of the container. When the glass forming machine was set at the proper speed to produce the body of the container, the finish was too hot and distorted in cooling. Using more air to cool the finish made the body too cold.

The only way to get usable jars was to run the machines at slower speed—and that was hardly practical, with customers all over the country anxious for more glass. Another style of finish might have solved the problem—but our customer had a large inventory of closures for this finish that he did not want to discard.

To solve the problem, we called together our production, bottle machine, and mold shop foremen and our mold and bottle designers. Together they worked out a new design for the finish, maintaining the standard outside diameter but reducing the wall thickness. The new design worked so well that it was eventually adopted as industry practice.

Not every glass packaging problem is so basic to the whole industry as this one was. But whatever your problem, you're sure of the best in technical advice when you bring it to Armstrong. An unusually large staff of experts in Engineering, Production and Package Design, Traffic, and the pure and applied sciences is constantly on the job to make sure you get the best possible glass and closure service.

For details on any of Armstrong's Glass or Closures, get in touch with your Armstrong representative, or write direct to Armstrong Cork Co., Glass and Closure Division, 3803 Prince St., Lancaster, Pa.

More *THAN MERELY* Beautiful

Beauty and grace of design are characteristic of SWINDELL bottles. But the "quality" of SWINDELL bottles goes deeper than beauty.

They are made with sturdiness and durability to protect your product in shipment.

They are absolutely uniform in accord with rigidly high standards of workmanship.

They are dependable in matching performance to promise.

Whether your requirements involve stock bottles or private mould, machine-made or hand-made, SWINDELL can serve you with distinction.

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DODGE MILBOSSED TOP CORKS

Guardians of an Established Name

The products of the Maltine Company have long been esteemed by the medical profession. When doctors prescribe these quality pharmaceuticals, they know that the contents of each bottle conforms to the highest standards. Significantly, for cork closures, the Maltine Company has chosen Dodge Milbossed Top Corks for safe sealing.

An airtight package is always assured with Dodge Milbossed Top Corks. Easily removed, replaced easily, they reseal perfectly. These closures are expertly made of uniform, high grade natural cork and joined to sturdy hardwood tops . . . distinctively styled to add individuality to a package. Embossed with a name or monogram, they win instant recognition on retailers shelves.

Dodge Milbossed Top Corks are available in standard or special patterns . . . in a diversity of sizes and colors. Tell us your requirements.

DODGE CORK COMPANY, INC., LANCASTER, PA.

DODGE CORK CLOSURES

designed to Guard the Integrity of the Contents

New Perfection

DROPPING PARTS

High Quality Dropping Fitments

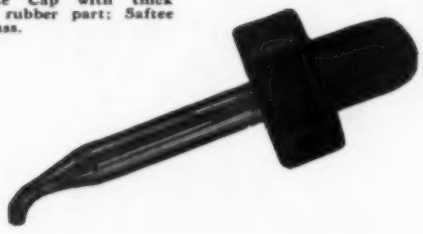
ASSURE FUTURE SALES

The dropper fitment remains with the product until it is completely used. For this reason it is wise to use only the highest quality fitments—those that will not only protect the contents of the bottle, but provide a perfectly functioning dropper. The High Quality of New Perfection dropping parts is the result of many years experience in the development of better liquid dispensers. Only the highest grade materials are used.

Products protected and dispensed by New Perfection fitments assure the user greater satisfaction—and the product future sales.

(1)

Non-rolling, extra depth, Bakelite Cap with thick flange rubber part; Saftee ball glass.

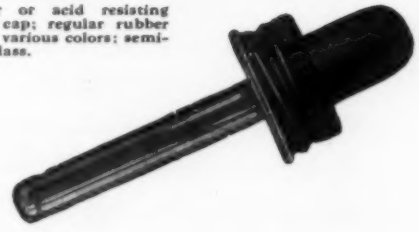


(2)

Double shell metal cap; special thin flange rubber part; special bent glass.

(3)

Regular or acid resisting plastic cap; regular rubber part in various colors; semi-blunt glass.



(4)

Single shell metal cap; thin flange, non-swelling Amekine synthetic rubber part, without strong odor; blunt glass.

(5)

Fancy colored beetle cap; midget rubber part; regular straight glass.

Amekine synthetic bulbs are recommended for oily preparations as Amekine does not swell like other bulbs when used with oil over long periods. Dropper glasses can be made up plain or calibrated in colors. For those who do not have their own bottles, New Modernistic bottles in Amber, Blue, Green, or Clear in 2cc, ¼, ½, 1, and 2 oz. sizes can be furnished with dropping parts.

Write for Samples and Quotations

PENNSYLVANIA GLASS PRODUCTS CO. INC.

of Pittsburgh

"GLASS GOODS OF THE BETTER KIND"

428-432 NORTH CRAIG STREET . . . PITTSBURGH, PA., U. S. A.

EVERYTHING ★ NEW in PACKAGING...

...ALL in One Package!

Now, more than ever, it's vital to keep abreast of all the significant new machines, equipment, materials, ideas and techniques in the constantly developing field of packaging, packing and shipping. It's all available in one place and at one time at the 16th Packaging Exposition and concurrent Conference on Packaging, Packing and Shipping, sponsored by the American Management Association.

AMERICAN MANAGEMENT ASSOCIATION'S

PACKAGING ★ EXPOSITION

CONVENTION HALL
PHILADELPHIA

★ APRIL 8-11, 1947

Here at last!

AN UNLIMITED SUPPLY of Rubber Bulb Fine Mist ATOMIZERS

20 MM cap

Fits most small size standard bottles.

HERE IS AN OPPORTUNITY FOR MANUFACTURERS and LARGE JOBBERS to purchase PRIVATE LABELED ATOMIZERS complete ready for shipment to their customers.

For the First time since the pre-war period, you can now purchase unlimited quantities of heavy duty, long lasting rubber bulb Atomizers—excellent for spraying perfumes, colognes, lotions, insecticides, moth-proofing liquids—and 101 uses.

All metal spray-head, beautiful chrome finish, not affected by most types of liquid ingredients—high pressure live rubber bulb expels a 24 inch *fine* mist.

Individually Packaged in clear transparent air tight sealed cellophane bag—with or without your name on each individual package.

***Minimum orders accepted*—200 dozens**
$6.00 per dozen—F.O.B.
10 days net on established credit

MILLER PROTECTO PRODUCTS CO.
1317 S. Westnedge Avenue, Kalamazoo, Michigan

To capture her imagination . . . enduringly . . . there is no substitute for captivating packaging. Packaging which says, "I'm lovely . . . I'm yours, take me home with you!"

Such is packaging designed by Warnercraft . . . for in Warnercraft's experience there is craftsmanship and quality to fit your every packaging need. Choose the best . . . choose Warnercraft.

WARNERCRAFT

"THE FINEST WORD IN PACKAGING"

THE WARNER BROTHERS COMPANY

Makers of set-up and folding boxes of all types, transparent acetate containers, hand made specialties, counter displays and dispensers.
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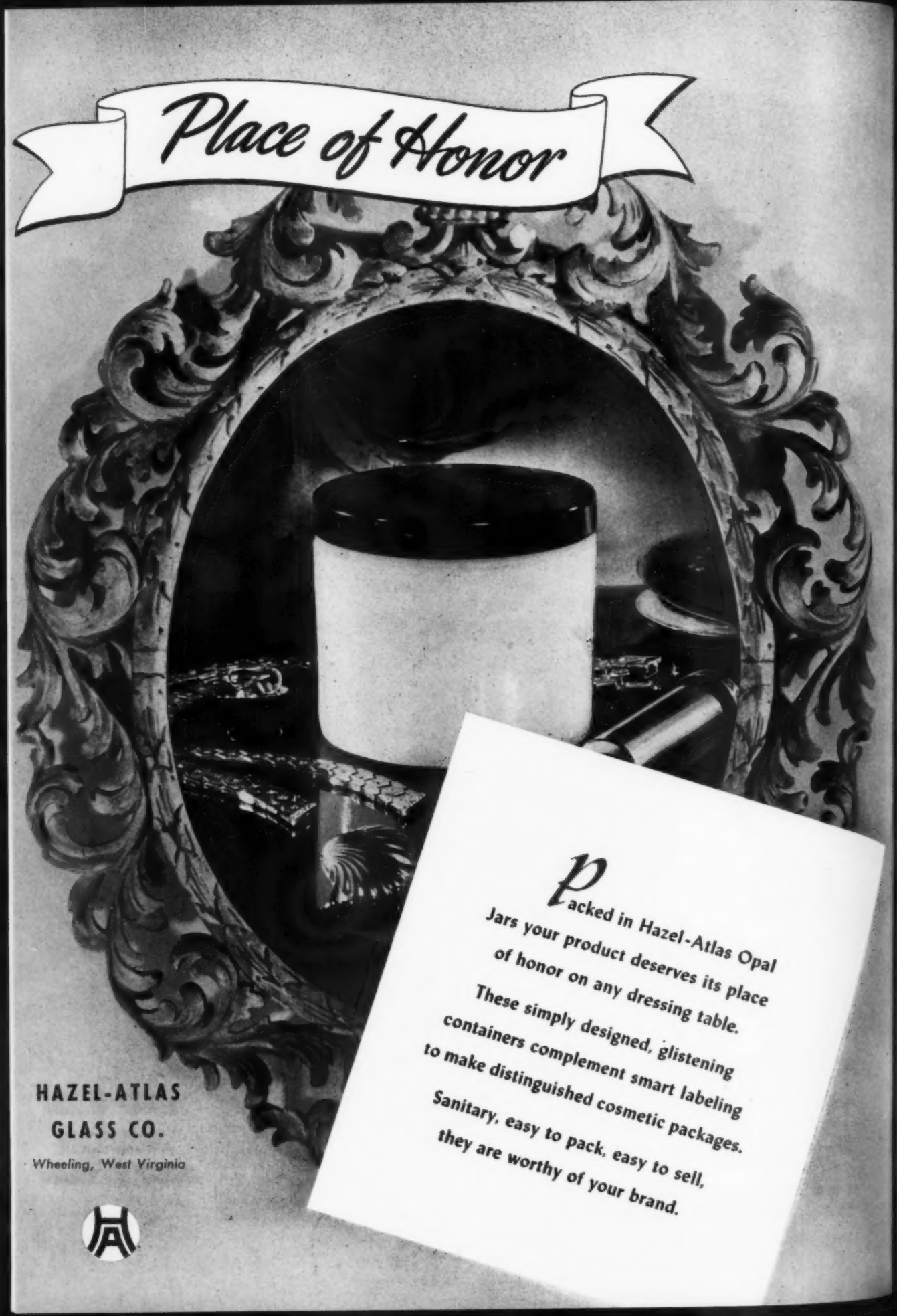
Place of Honor
Packed in Hazel-Atlas Opal
Jars your product deserves its place
of honor on any dressing table.
These simply designed, glistening
containers complement smart labeling
to make distinguished cosmetic packages.
Sanitary, easy to pack, easy to sell,
they are worthy of your brand.
HAZEL-ATLAS
GLASS CO.
Wheeling, West Virginia

Plaskon Closures are stoppers in more ways than one!

THERE are three major features which distinguish Plaskon Molded Color for closures: utility, economy, and attractiveness.

Plaskon molding materials are plastics that are especially resistant to the chemical and physical action of a wide variety of products that must be packaged. Plaskon is completely impervious to the effects of alcohol, acetone, or other common organic solvents. It is not affected by oils, fats or greases. Because it is odorless, tasteless and inert, it has no effect upon any products with which it comes into contact.

Plaskon plastics can be molded in large quantities at very economical prices. Distinctive designs and shapes can be secured to give new individuality to packages.

Plaskon molding materials are available in a wide range of beautiful, permanent colors that improve the appearance of any container, catch the eye and help make sales. We can give you helpful assistance in suggesting designs, qualified Plaskon molders, and technical advice so that you can efficiently adapt Plaskon* Molded Color to your manufacturing and sales programs.

*Reg. U. S. Pat. Off.

PLASKON
TRADE MARK REGISTERED
MOLDED COLOR

PLASKON DIVISION, LIBBEY•OWENS•FORD GLASS CO., 2110 Sylvan Ave., Toledo 6, Ohio • *Canadian Agent:* Canadian Industries, Ltd., Montreal, P.Q.

THEY EXPECTED DELIVERY ON TIME

and they got it!

It is an old, established habit at Barnett to be sure the customer is satisfied. It is also an old, established fact that Barnett customers ARE satisfied. Perhaps we have "spoiled" them so that they expect the impossible when they turn their paper box requirements over to Barnett, but since WE HAVE NEVER FAILED TO MAKE DELIVERY WHEN PROMISED . . . our customers MUST BE RIGHT.

We're justly proud of the job we've done these past, topsy-turvy months and we want to tell the rest of the world about it. We don't have to tell our customers . . . they know.

SAMUEL BARNETT *Company*

For Four Generations Manufacturers of Distinguished Packages for Distinguished Products

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Other Lusteroid features include wide color selection, economies in shipping, handling and labeling. Sizes from ¼" to 1-¼" in diameter. Lengths up to 6". Cork, slip-on and screw-cap closures.

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QUALITY TUBES

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PERFUME AND COSMETIC manufacturers are spending many millions of dollars in advertising to bring customers—interested customers—to your store.

Alert, intelligent selling means that *you*—salesgirls and store executives—know in advance *what* these customers are interested in and *why* they are interested.

Read carefully, study the advertising pages of BEAUTY FASHION each month. Because here is the record of the finest perfume and cosmetic advertising. Here each month you see not only *what* manufacturers are saying, but *how* they say it.

Use BEAUTY FASHION *to help you anticipate your customers' wants...*

jasmanthia

INTRODUCED IN 1938—well before the current shortage of the natural Jasmin oil was anticipated—JASMANTHIA was the result of painstaking research for many years by the Chuit, Naef laboratories.

JASMANTHIA today is without a peer as the finest synthetic version of the natural Jasmin character. During the ensuing period its indispensable qualities have been proved because of odor value and the really striking faithfulness to the natural character.

At $65.50 per pound, our local stocks of JASMANTHIA are quite ample!

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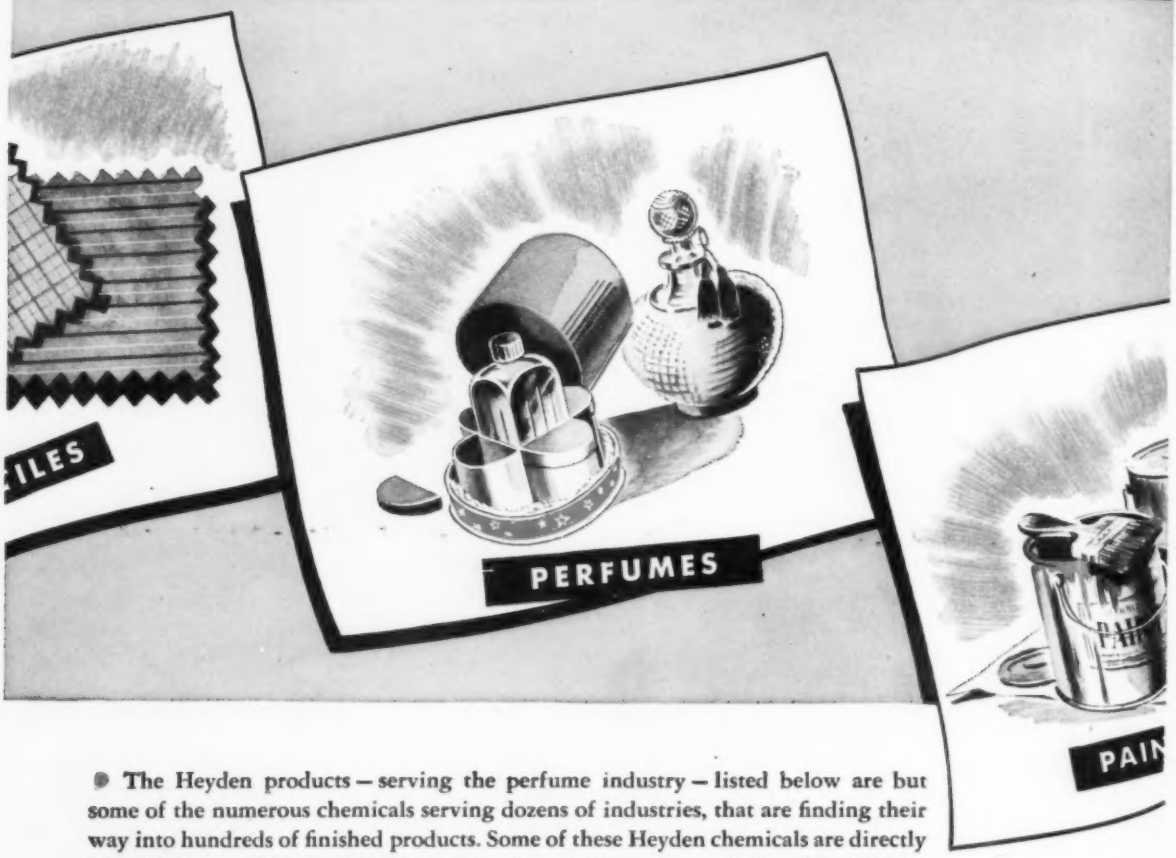
HOW Heyden Chemicals serve major Industries



The Heyden products – serving the perfume industry – listed below are but some of the numerous chemicals serving dozens of industries, that are finding their way into hundreds of finished products. Some of these Heyden chemicals are directly blended into perfumes, others are used as intermediates to synthesize chemicals for the perfume industry.

Our laboratories give constant attention to developing new uses and applications for Heyden Chemicals. This service is available to you.

BENZALDEHYDE N. F.
(synthetic oil of bitter almonds)

BENZYL CHLORIDE *(refined)*

METHYL BENZOATE *(niobe oil)*

ETHYL BENZOATE

METHYL SALICYLATE U. S. P.
(synthetic oil of wintergreen)

Technical Data Sheets on these and other Heyden products will be sent upon request.

HEYDEN

Chemical Corporation

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Chicago Sales Office: 180 N. Wacker Drive, Chicago 6, Ill.

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Outstanding

Synfleur Specialties

★

Apple Blossom-A (*$9.00 lb.*)
Exceptionally flowery character for extracts and colognes.

Lilac 60 (*$6.00 lb.*)
Lasting, natural-like Lilac for extracts, colognes and powders.

Muguet 20 (*$40.00 lb.*)
Delicate Lily-of-the-Valley Base.

Violet 7 (*$9.25 lb.*)
Good Violet for general use.

Samples upon request.

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Three basic "musts" when you make ointments

You scientifically compound the ingredients into a quality finished product. You maintain rigid laboratory control throughout the manufacturing procedure. And, you choose fine chemicals of uniform and dependable quality as raw materials.

Only by employing all three "musts" can you achieve good results.

For example, ointments and analgesic balm have a multitude of tasks to perform—the first as an antiseptic or germicidal agent to promote healing —the second as a counter-irritant, a stimulus to skin membranes and pain deadener.

Each ingredient you choose must be of measured purity and uniform in quality in order to perform these tasks *well.* Extreme care must be taken in formulating and blending.

A few of the popular items used for the making of ointments are Salicylic Acid, Methyl Salicylate, Ammoniated Mercury, Mercuric Chloride, Benzoic Acid, **Calamine** and Iodine. If they are Baker's *all can be depended upon.*

No matter what product you manufacture—if it requires one or more fine chemicals, specify Baker and you'll specify quality *at the beginning.*

J.T. Baker Chemical Co., *Executive Offices and Plant:* Phillipsburg, N. J. *Branch Offices:* New York, Philadelphia, Boston and Chicago.

Baker's

FINE CHEMICALS

NEWS...

Drug Trade Dinner

The 21st Annual Dinner of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, held at the Waldorf-Astoria Hotel, New York, March 13 was a sell-out as has been the custom for many past years. United States Senator Owen Brewster of Maine was the speaker. He was introduced by the Chairman of the Section Dr. Carle M. Bigelow, of the Calco Chemical Division of the American Cyanamid Company.

---

de Laire Visits Here

Francois de Laire has arrived in this country with his wife for a visit. While he is here Mr. de Laire is making arrangements with Dodge & Olcott Inc., for future expansion of his products.

Mr. de Laire reported that conditions in France are still rather difficult, limiting manufacture and preventing the introduction of a number of new de Laire products.

Bobst Appointed Vice President

Walton Bobst has been named operational vice president and director of William R. Warner & Company, Inc. He will concentrate on the ethical and proprietary pharmaceutical divisions of the company and its subsidiaries.

E. WALTON BOBST

To assume his new position, Mr. Bobst is resigning as the managing director of Roche-Organon, Inc., Nutley, N. J.

Magnus Gives Dinner Party

Having revived the annual dinner party given to members of the Druggists Supply Corporation and other invited guests, Magnus, Mabee & Reynard staged the biggest and finest of these parties on Saturday, March 8, at the Pennsylvania Hotel, New York. A larger crowd of guests than ever was present, and the dinner, floorshow, and other features topped by far any previous occasion.

Conklin Joins de Markoff

Walter Conklin, formerly with Evans Chemetics, has joined Alexandra de Markoff Company in the capacity of purchasing agent.

W. A. CONKLIN

Hoch and Baron Form Own Company

John Hoch and Len Baron have resigned from Victor Metal Products Corp., and are opening a molding plant in the Middle West.

They are going to mold caps, a line in which they have both been for fifteen years. The name of the new company is Hobar Corp., and the plant will be located somewhere between Chicago and Milwaukee.

Althausen Succeeds Nicolaus

Fritzsche Brothers, Inc., has announced that following the retirement of Dr. A. Nicolaus as manager of the Company's Clifton, N. J., plant after more than twenty-five years of service, he has been succeeded by Dr. Darrell Althausen.

Doble Heads Pneumatic Scale

William H. Doble, founder and president of Pneumatic Scale Corporation, Ltd., has been elected chairman of the board of directors and succeeded as president by his son, Kendall D. Doble.

KENDALL D. DOBLE

The business was started in 1895 by William H. Doble with a handful of men in a small shop in Boston. Rapid growth of the company through the years had from time to time forced Mr. Doble to seek larger quarters until the present time with another expansion under way at the factory in North Quincy, Mass., the company will have some seven hundred persons employed in the manufacture of nearly 100 different machines for the packaging and bottling industries.

Kendall D. Doble has been connected with the corporation since 1919. He was in charge of the English sales office for several years prior to his return to North Quincy in 1926. Shortly after this he became treasurer of the company and was later elected vice president and general manager.

F. C. Drinkwater, employed with the company since 1910 and plant superintendent for the past eleven years, is now manager of service and installation.

L'Hommedieu Succeeds Underwood

John A. Underwood has resigned as president of Personal Products Corporation, Milltown, N. J. He had been the president of the corporation for the past five years.

Paige D. L'Hommedieu, vice president of Johnson & Johnson has been appointed in Mr. Underwood's place as president of Personal Products Corporation.

In addition to his new duties, Mr. L'Hommedieu will continue as a member of the Johnson & Johnson board of directors. He has been with the company since 1928.

the first step...

Your drugs and cosmetics, packed in sparkling
Foster-Forbes glassware, have taken a sizeable
stride in capturing the little lady's favor.
First impressions often make or break your sales.
Be sure, with Foster-Forbes smartly
tailored, crystal clear
drug and cosmetic glassware.

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Schering Appointments

Francis C. Brown, president of Schering Corporation, Bloomfield, N. J., has announced the appointment of Dr. John N. McDonnell as vice-president of

DR. JOHN McDONNELL

the company. Dr. McDonnell formerly held the post of director of domestic sales and promotion. Herman W. Leitzow, assistant director in charge of domestic sales for Schering, has been designated domestic sales manager.

Dr. McDonnell during the war headed the drug research and civilian penicillin distribution units of the War Production Board, acting as well in the capacity of consultant to several other war agencies.

Mr. Leitzow joined the Schering professional service staff in 1941. He later became Schering's Eastern divisional

HERMAN W. LEITZOW

sales manager, and in 1945 was appointed to his recent position.

Steinschneider Heads Ansbacher Siegle

The board of directors of Ansbacher Siegle Corporation has elected William Steinschneider, president and Peter E. Davis as vice president and sales manager. Colonel Kelly has tendered his resignation.

Delgado Joins Philippine Drug Co.

Frank A. Delgado is now assistant general manager of the Philippine American Drug Company, and is located in Manila. Mr. Delgado was formerly assistant to T. W. Delahanty, chief of the Drugs and Pharmaceutical Unit of the Bureau of Foreign and Domestic Commerce. During the war he served for some time in the drug section of the OPA and was recently with the Foreign Liquidation Commission in Washington.

Chiappini Advanced by Smith-Dorsey

B. W. Chiappini has been named Northern field manager for The Smith-Dorsey Company. He will oversee the work of over thirty representatives of The Smith-Dorsey Company operating

B. W. CHIAPPINI

in the North-Central states.

Mr. Chiappini is a graduate of the College of Pharmacy of the University of Colorado and has received his B.A. and M.A. from there. He entered the Army in 1942 as a 1st Lieutenant of the Sanitary Corps and because of his previous training was made chief of the laboratory service for the 103rd Station Hospital seeing service in North Africa. Upon his return to this country he was made chief of the laboratory service at Camp Chaffee, Ark.

Dodge & Olcott Elevate F. T. Dodge and Myers

Directors of Dodge & Olcott, Inc., have elected Francis T. Dodge as chairman of the board, and Charles A. Myers as president.

Mr. Dodge was formerly president of the company, and Mr. Myers was executive vice president. Mr. Myers has been with the organization since 1907, and for a long time was vice president and manager of the Bayonne, N. J., plant.

Collier Made Sales Manager

William D. Collier has been appointed sales manager of Victoria Ltd. Mr. Collier was previously sales manager of Primrose House and prior to

WILLIAM D. COLLIER

that, sales manager of Prince Matchabelli.

Weicker on Hochschild Committee

The appointment of Theodore Weicker, Jr., to the Hochschild Fellows Committee of The American University has been announced by Dr. Paul F. Douglass, president of the American University, of Washington, D. C.

Dr. Mauricio Hochschild, South American industrialist, has made a grant for three two-year scholarships for students from Peru, Bolivia and Chile. The committee will screen these students, so

THEODORE WEICKER, JR.

that on completion of their studies they may embark upon public careers in their respective countries.

Mr. Weicker has been for many years active as a director of E. R. Squibb & Sons. He has worked actively since 1942 in the Latin American field and is widely known throughout South and Central America. He is president of the E. R. Squibb & Sons International Corporation and the E. R. Squibb & Sons Inter-American Corporation.

McMichael Made Sales Supervisor

John J. McMichael has been appointed Eastern dividual sales supervisor for the Ever-Dry Corporation of Los Angeles, and Roycemore Toiletries,

J. J. McMICHAEL

Inc., Chicago. His headquarters are in New York.

His background in toiletries extends over a period of years in both the Middle West and the West Coast, where for the past two years he has been assistant general manager of the Ever-Dry Corporation.

New Ungerer Plant

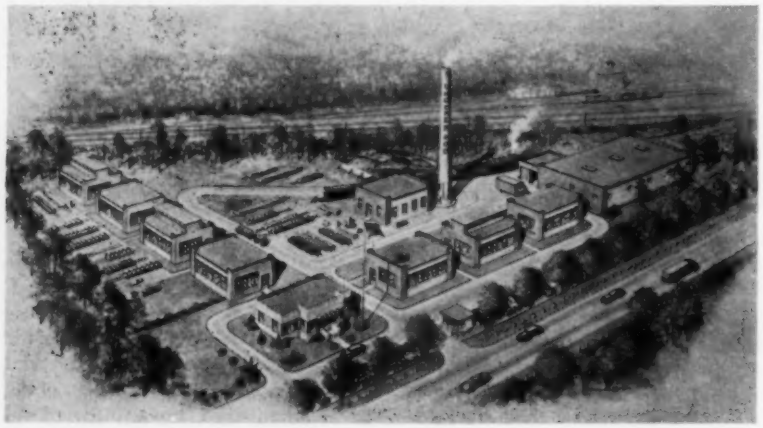
Back in early December when Fred Ungerer, president of Ungerer and Company, and son of the founder, laid the corner stone of the new administration building for the group of new factory and warehouse buildings, which were then in various stages of construction, this act was in fact a laying of the corner stone of a new era in Ungerer history. This 55 year old company, one of the pioneers in essential oil and perfume materials in this country, had been operating up to this time chiefly as an importer with established primary connections in every country supplying perfume materials and through established contacts in this country with various aromatic companies which specialized in production for the wholesale trade. The new Ungerer factory located at Totowa, N. J. consists of several very modern manufacturing units for the production of a full line of flavors, certain aromatic chemical specialities and the distillation of essential oils; two fine modern laboratories for research and factory control in flavors and perfume materials and a fine large fire-proof warehouse. In the ceremony in which the corner stone of the administration building was laid by Frederick Ungerer, the entire Ungerer organization from the New York office and the New York warehouse were present. Following this ceremony a party for the entire group was held in one of the factory buildings at which bonuses to each member of the organization for 1946 were distributed and after this the entire party gathered for a banquet and dance at Meadowbrook Inn.

Penick Heads Drug & Chemical Club

S. Barksdale Penick, president of the S. B. Penick & Co., was elected president of the Drug and Chemical Club, New York. Herbert Bye of N. W. Parsons was elected treasurer.

Wissemann Advanced by Witco

The Witco Chemical Company has appointed Frederick C. Wissemann as assistant treasurer. Mr. Wissemann became associated with Witco activities in 1937, starting as office manager and accountant.



The new Ungerer factory located at Totowa, N. J. showing the modern manufacturing units; two laboratories for research and factory control and the warehouse.

Carey Named Production Manager

Oliver Carey has been appointed production manager of Daggett & Ramsdell, according to an announcement made by William Bonyun, president.

OLIVER CAREY

Formerly, Mr. Carey supervised all purchasing and production planning. In his new capacity as production manager, he will continue to supervise purchasing and planning, but in addition will be in charge of all manufacturing operations.

Scott Named Vice President

Swindell Brothers Inc., Baltimore, has announced the election of Joseph B. Scott as vice president. He is also a member of the board of directors.

Walter S. Nuckols, manager of the New York sales office has also been elected a director of the company.

McKesson & Robbins Expands in Fargo

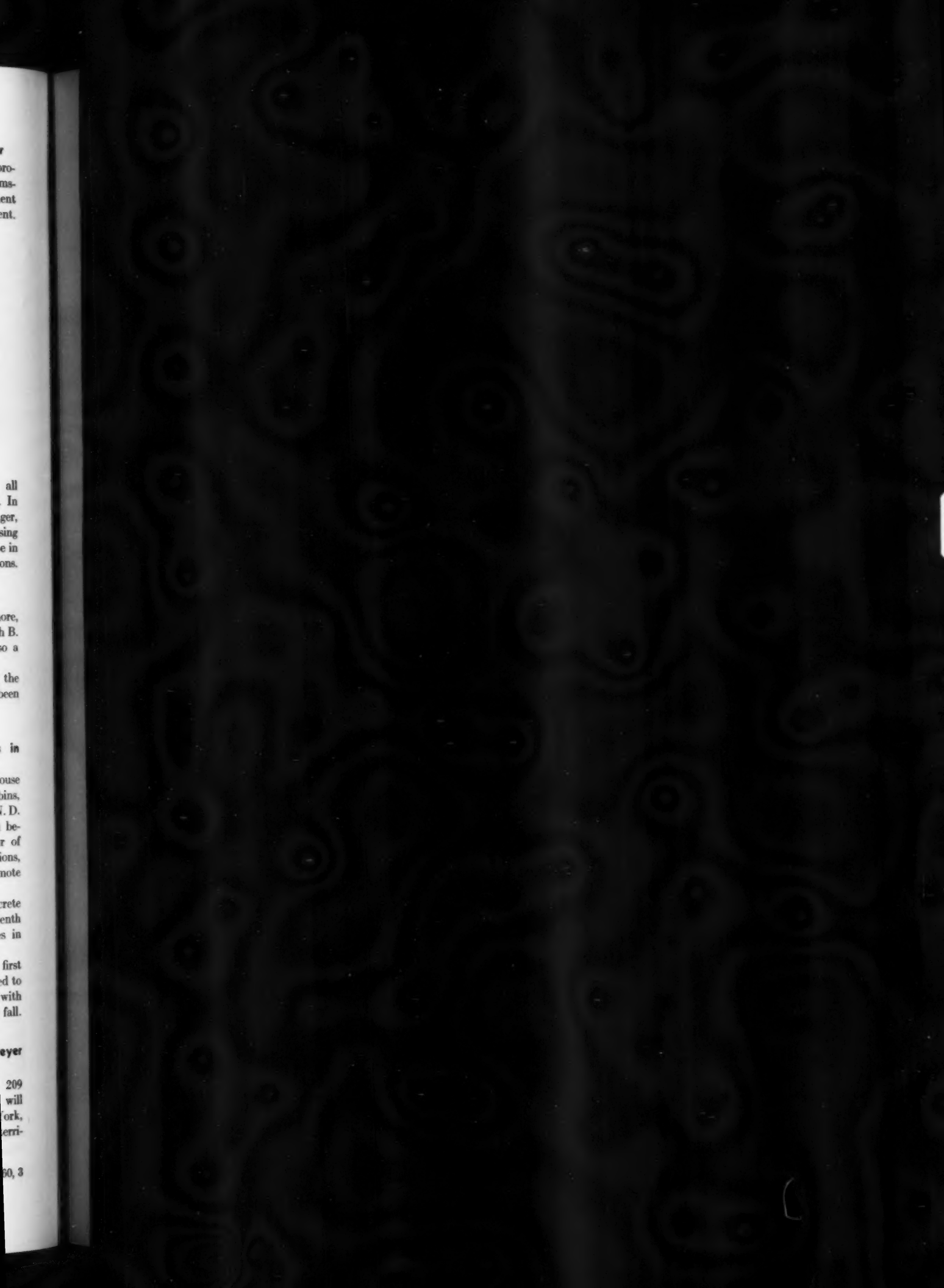
Excavation for the new warehouse and offices of McKesson & Robbins, Inc., has been completed in Fargo, N. D. When completed the building will become the headquarters of another of the company's wholesale divisions, affording better coverage and promote service to druggists in the area.

Plans call for a two story concrete structure at Fourth Ave., and Tenth St., incorporating modern features in office and warehouse design.

George V. Dorr of Minneapolis, first vice president said that it was hoped to begin construction early this spring with a view to starting operations in the fall.

O. Hommel Co. Represents Dreyer in Pittsburgh

The O. Hommel Company, 209 Fourth Ave., Pittsburgh 1, Pa., will represent P. R. Dreyer Inc., New York, in Pittsburgh and surrounding territories.



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U.S.I. CHEMICAL NEWS

March ★ A Monthly Series for Chemists and Executives of the Solvents and Chemical Consuming Industries ★ 1947

Sets Up Clearing House For Organic Compounds

Information concerning the thousands of organic chemicals synthesized each year will soon be readily available at a central clearing house, an official government publication announced recently. The clearing house is now being set up to record all new organic substances, keep a systematic file of their most important properties, and point the way to further research on their potentialities. A special coding system is being developed by a committee of 14 outstanding scientists in the field of chemistry, biology, and medicine in order to catalog adequately the physical, chemical, and biological properties of the numerous compounds to be listed.

Here's how the central clearing house will work for a manufacturer: Faced with the need for developing a specific fungicidal agent to protect delicate electronic equipment from deterioration in the tropics, the manufacturer submits specifications to the central clearing house. By means of the special coding system, information is rapidly obtained on compounds having the required characteristics. This information is then sent to the manufacturer, who is then ready to begin his developmental work.

Radioactive Phosphorus May Lower Fertilizer Costs

Radioactive phosphorus is being utilized for research on the fundamental principle of phosphate fixation and release by soils, it was revealed recently. Plants fed with fertilizer phosphate are often low in their use of this particular food, and it is hoped that this new tool, made possible by atomic research, will supply the answer to the low rate of recovery. Once equipped with the answer much higher rate of phosphate recovery may lie ahead, with consequent improvement in fertilizer efficiency and lower costs to the user.

New Petrolatum Test for Ductility Is Established

A new test, said to afford users of petrolatum for the first time with a means of determining the ductility of a petrolatum sample, was announced recently. The new ductility test is said to represent a radical departure from the hit-or-miss methods commonly employed in judging this property. The test is reported to give ductility a numerical value which will enable users to select a product suitable for a particular use.

Cuts Bodying Time of Oils

The bodying time of tung, crude oiticica, and similar vegetable drying oils is substantially decreased by treatment with infrared radiations, according to the claims made in a patent issued recently. In order to obtain the required degree of body in the decreased time, the oil is said to be exposed to radiations of prescribed intensity.

New Multi-Purpose Resin Is Now Readily Available

Aroplaz 1299 Used for Architectural-Type and Industrial Finishes — Also in Exterior Finishes When Extended with Additional Oil

A new resin, designed for use in architectural-type finishes, air-dry or low-bake industrial coatings and for exterior finishes when extended with additional oil, is now readily available from U. S. Industrial Chemicals, Inc. The resin is Aroplaz 1299 solution (75 per cent solids in mineral spirits), an oxidizing resin of medium-to-long oil length — hard resin modified, phthalic-free.

Aroplaz 1299, the now-available U.S.I. phthalic-free resin, is particularly useful in architectural-type coatings . . . in whites or colors — and the colors stand up!

Films of Aroplaz 1299 air-dry well overnight, or they can be baked in one hour at 250 degrees F. to glossy, durable finishes. Aroplaz 1299 is suitable for use in most whites, as well as in all tints and colors. It supplies good resistance to water, abrasion, and alkali, making it highly washable. Flexibility and adhesion of films are also good.

Supplied in Concentrated Solution

Aroplaz 1299 is produced in concentrated solution to permit reduction with a wide choice of solvents. Its viscosity is so adjusted that when reduced with mineral spirits or VMP naphtha to 50-53 per cent solids, a normal enamel vehicle viscosity of D-F (Gardner Holdt) will be obtained.

Finishes produced with Aroplaz 1299 which have been reduced with mineral spirits, or similar slow evaporating solvents possess excellent brushing properties. Those containing VMP naphtha as the reducing medium can be adjusted to give excellent spray coatings. The enamel-type finishes particularly are

(Continued on next page)

THE MONTH IN COSMETICS

Perfumed synthetic sponges are being produced in France . . . An alcoholic tincture of soap is an essential ingredient of a pleasant-smelling antiseptic telephone spray . . . Exclusive rights to the Scotch method of "cold" permanent waves is obtained by an American firm . . . A review of solid perfumes is published . . . A study of the properties and chemical structure of lactones is made . . . New-type filters, containing resin-impregnated cellulose elements which are said to remove particles as small as one micron from liquids with viscosities up to 600 S.S.U., are placed on the market . . . The use of ultra-violet lamps is cutting spoilage losses in the industry . . . A government report indicates that foreign markets absorb about 10 per cent of cosmetic production . . . Two catalytic methods of preparing paracymenes are patented . . . Cosmetic sales reach all-time high . . . Methods for the determination of the softening point of lipsticks are analyzed.

Mothproofing in Europe

A review of the recent advances in the mothproofing of woolen materials in Europe is contained in a booklet published recently. Material in the booklet is a compilation of reports, documents, and interviews made by the "Textile Team" and the "Chemical Team" of the U. S. Army's Technical Service Forces.

Alcohol Extraction of Soybean Oil Is a Success

The extraction of oil from soybeans by a continuous alcohol extraction process has proved so successful on a pilot-plant scale that a full-sized plant for applying this process has already been designed, the U. S. government announced recently. Industrial application is expected to lead to lower cost of oil extraction, greater safety in operation, higher quality of oil, and a more palatable soybean meal suitable for making soybean flour or for use in various food products, the announcement stated. In this process, the alcohol is recovered for reuse by chilling rather than by the more familiar method of distilling the alcoholic solution of oil.

Makes Long-Lasting Ice

A new type of ice, which is said to last 37 to 40 per cent longer than ordinary ice, has been placed on the market. The extended freeze-life is obtained by means of a chemical treatment which does not change the freezing point. In a test, several cars of carrots which formerly needed re-icing in transit, needed no re-icing with this new material.

ADVERTISEMENT—*This entire page is a paid advertisement*

March ★ **U.S.I. CHEMICAL NEWS** ★ 1947

Patents Two New Grease Removers

Two new grease-removing compositions patented recently contain butanol and ethanol as essential ingredients. One, which is said to remove carbon deposits as well as grease from metal, plastic, or earthenware parts, contains sodium dichromate and vegetable oils in addition to the alcohols. This mixture may be used cold and without agitation, the inventor claims. The other composition is claimed to remove oil, grease, and metal oxide from metallic surfaces and to deposit a metallic phosphate coating. In addition to ethanol and butanol, this composition is described as containing phosphoric acid and a petroleum solvent.

Aroplaz 1299 Now Available

(*Continued from page one*)

good in leveling properties. Aroplaz 1299 enamels possess a high, sharp gloss which is retained well on long, interior exposure.

For industrial coatings, Aroplaz 1299 is often modified by adding cold cuts of high melting point resins or short oleo resinous varnishes. For exterior coatings the addition of moderate quantities of bodied oils is recommended.

SPECIFICATIONS — AROPLAZ 1299

Solution (75% Solids in M.S.)	Z-Z_1
Acid Number (solvent free basis):	8-12
Color (Gardner Stds. 1933):	8-12
Weight per gallon at 25°C:	7.85-7.95
Oil Content (solvent free basis):	65%
Phthalic anhydride content:	None

Solubility:
Complete in petroleum and coal-tar hydrocarbons; insoluble in ethyl alcohol. Compatible with many oils, resins and alkyds.

Copyright 1946 This Week Magazine

Plastics Bibliography

A comprehensive bibliography entitled, "Plastics," comprising over 300 titles dealing with German- and American-developed processes and products, is now available. The bibliography, which covers every phase of the plastics industry from raw materials to uses for finished products, is classified as to contents, such as manufacture, properties, tests, coatings, cementing, protective coatings, fungus resistance, molding, laminating, plasticizers, and uses.

FREE RIBOFLAVIN BOOKLET

"The Use of Riboflavin in Manufactured Feeds" — an authoritative booklet, written from the viewpoint of the feed dealer, *for* the feed dealer is now available. Feed manufacturers interested in arranging for copies for their dealers should write to U. S. Industrial Chemicals, Inc., Special Products Department CN, 60 E. 42nd St., New York 17, N. Y.

New Vitamin B_1 Assay

A new method for the determination of vitamin B_1 consists in oxidizing the thiamine to thiochrome, which is assayed fluorometrically or by titration of the reduction product.

TECHNICAL DEVELOPMENTS

Further information on these items may be obtained by writing to U.S.I.

A new paint-mixing machine, designed to fit into any 29-inch square of floor space, is said to introduce a new mixing principle to insure uniform pre-mixing of base colors. **(No. 168)**

USI

New luminous tubing, described as comprising a tough, semi-transparent, moisture- and acid-resistant plastic, uniformly coated with a radioactive material which is said to be clearly and continuously visible at a considerable distance in complete darkness, has been marketed. **(No. 169)**

USI

For surfaces difficult to coat, a new resin derived from petroleum is offered to the paint and varnish industry. It is said to have excellent qualities of adhesion, flexibility, and wetting power. **(No. 170)**

USI

To bond synthetic rubber, a new cement is now available. It is recommended by the manufacturer for bonding Buna-N synthetic rubbers and vinyl films or sheet stocks to rigid surfaces such as steel, aluminum, glass, wood or concrete. **(No. 171)**

USI

New-type stainless steel laboratory filters, claimed to have higher flow rate for any given pore size than any other type of filter, can be heated and cooled without danger of cracking, the manufacturer states. **(No. 172)**

USI

To remove synthetic enamel and other coatings, a new stripper, described as a viscous liquid which can be applied by brush or spray as well as dipping, has been announced. It is said to have no harmful action on metals, plastic, or wood. **(No. 173)**

USI

A flaw detector for thin materials can continuously detect and count holes, weak spots, and conducting paths in materials such as paper, sheet rubber, sheet mica, varnished cloth, plastic materials, and enamel films on wire, the manufacturer states. **(No. 174)**

USI

To resist temperatures up to 1200°F., a new non-volatile ceramic-type coating, said to resist rust and acid as well, has been marketed. **(No. 175)**

USI

A self-destroying label, said to remove the danger of anyone removing a label from a genuine product and placing it on substitute merchandise, may be applied to metal, plastic, wood, varnish, glass, or cellophane, and will adhere permanently despite heat, cold or humidity, the maker claims. **(No. 176)**

USI

A new-type wall covering said to be composed of one-inch jewel cut squares of plywood bonded to a fabric backing, can be applied to both flat and curved surfaces with invisible seams, according to the manufacturer. **(No. 177)**

USI

To destroy soot, a new liquid, designed for use on all types of oil and kerosene burners, is said to be harmless to metals or refractory brickwork. **(No. 178)**

U.S.I INDUSTRIAL CHEMICALS, INC.

60 EAST 42ND ST., NEW YORK 17, N. Y. U.S.I. BRANCHES IN ALL PRINCIPAL CITIES

ALCOHOLS
Amyl Alcohol
Butanol (*Normal* Butyl Alcohol)
Fusel Oil—Refined
Ethanol (Ethyl Alcohol)
Specially Denatured—all regular and anhydrous formulas
Completely Denatured—all regular and anhydrous formulas
Pure—190 proof, C.P. 96% Absolute
*Super Pyro Anti-freeze
*Solox proprietary Solvent
***ANSOLS**
Ansol M
Ansol PR
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ACETIC ESTERS
Amyl Acetate
Butyl Acetate
Ethyl Acetate
OXALIC ESTERS
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Diethyl Oxalate
PHTHALIC ESTERS
Diamyl Phthalate
Dibutyl Phthalate
Diethyl Phthalate
OTHER ESTERS
*Dietol
Diethyl Carbonate
Ethyl Chloroformate
Ethyl Formate

INTERMEDIATES
Acetoacetanilide
Acetoacet-ortho-anisidide
Acetoacet-ortho-chloranilide
Acetoacet-ortho-toluidide
Acetoacet-para-chloranilide
Alpha-acetylbutyrolactone
5-Chloro-2-pentanone
5-Diethylamino-2-pentanone
Ethyl Acetoacetate
Ethyl Benzoylacetate
Ethyl Alpha-Oxalopropionate
Ethyl Sodium Oxalacetate
Methyl Cyclopropyl Ketone
ETHERS
Ethyl Ether
Ethyl Ether Absolute—A.C.S.

FEED CONCENTRATES
Riboflavin Concentrates
*Vacatone 40
*Curbay B-G *Curbay Special Liquid
ACETONE
Chemically Pure
RESINS
Ester Gums—all types
Congo Gums—raw, fused & esterified
*Aroplaz—alkyds and allied materials
*Arotene—pure phenolics
*Arochem—modified types
Natural Resins—all standard grades
OTHER PRODUCTS
Collodions Ethylene
Ethylene Glycol Urethan
Nitrocellulose Solutions dl-Methionine

Printed in U.S.A.

Ackley Appointed Midwestern Representative

Van Ameringen-Haebler, Inc., has appointed William D. Ackley sales representative in the Midwestern area.

W. D. ACKLEY

Mr. Ackley has been associated with the drug and cosmetic industry for many years in both purchasing and sales capacities. He will conduct his activities from the company's Chicago offices.

Dr. Ralston Wins Chemical Award

Dr. Anderson W. Ralston, whose work at the Armour Research Laboratories, Chicago, resulted, among other developments, in extending the nation's failing iron ore supplies for at least 150 years, has been named the winner of the 1947 Midwest Award of the St. Louis Section of the American Chemical Society.

A large number of new chemicals resulted from Dr. Ralston's work at the Armour Laboratories under a program designed to find valuable uses for fatty acids which comprise the bulk of fats. Among these chemicals are fatty amines one of which can be used in concentrating low grade iron ore.

Dr. Ralston's work began in 1931 when Armour instituted a program aimed at finding more valuable uses for fatty acids. Previously, a substantial portion of the annual production of fats and oils had to be relegated to the soap kettles because no outstanding chemical uses had been found for the fatty acids which comprise the bulk of the fats.

McKesson & Robbins Buys Drug Co.

William J. Murray, Jr., president of McKesson & Robbins, Inc., has announced that negotiations are being concluded for the acquisition of the Morris-Morton-Schaap Drug Corporation, Ft. Smith, Ark., Wholesale Druggists. This acquisition will enable McKesson & Robbins to enter a new territory in which it has not heretofore been represented.

The Morris-Morton-Schaap Drug Corporation was established in 1930 and has a high reputation as a service wholesale druggist covering Western Arkansas and Eastern Oklahoma.

Hoar Named Production Manager

Charles Hoar has been appointed by John Hudson Moore, Inc., as production manager of the toilet articles division, Sportsman Men's Grooming accessories.

C. W. Mincer will continue as superintendent of the pipe manufacturing division.

Innis, Speiden & Co., Elections

W. H. Sheffield Jr., has been elected as secretary of Innis, Speiden & Company, New York. Mr. Sheffield, who is assistant treasurer of the company, also was reelected director.

W. H. SHEFFIELD JR.

W. H. Sheffield continues as president and director. E. C. Speiden was re-elected vice president and general manager of the Isco Chemicals division. G. S. Hamilton continues as vice president and comptroller. C. C. Wickstead was re-elected vice president and treasurer and Halsey F. Sheffield was re-elected a director. T. G. Flavelle, manager of the Gums & Waxes division, continues as a director of the company.

Mary Chess Expansion

In an expansion move, Mary Chess, Incorporated, has leased the former General Leather Building at 420 Frelinghuysen Ave., Newark. The three story building, which contains 48,000 square feet of space was occupied during the war by the Weston Electrical Instrument Company.

Sharp & Dohme Research Grants

Dr. W. M. Nicholson, of the Duke University School of Medicine, and Dr. R. A. Goodwin, of the Vanderbilt School of Medicine, have been awarded research grants by Sharp & Dohme, Inc., Philadelphia.

Both grants are in support of clinical studies on the Evaluation of caronamide, a new drug recently announced by the Sharp & Dohme medical research division.

Used in conjunction with penicillin, caronamide inhibits the excretion of penicillin from the body and serves to maintain high therapeutic concentrations of the antibiotic in the blood for longer periods of time.

Florasynth Expands on Coast

The Florasynth Laboratories have established new and larger offices in San Francisco, at 732 Montgomery St., San Francisco 11, Cal. Walter J. Moreland will continue in charge of the offices.

Indian Representative

M. Valab & Company, Karachi, India, are interested in representing American companies with perfumery, cosmetics, toilet goods and patent medicines. Write to M. Valab & Company, Fadoo Bldg., Bunder Road, Karachi 2, India.

Heyden Chemical Adds Rebak

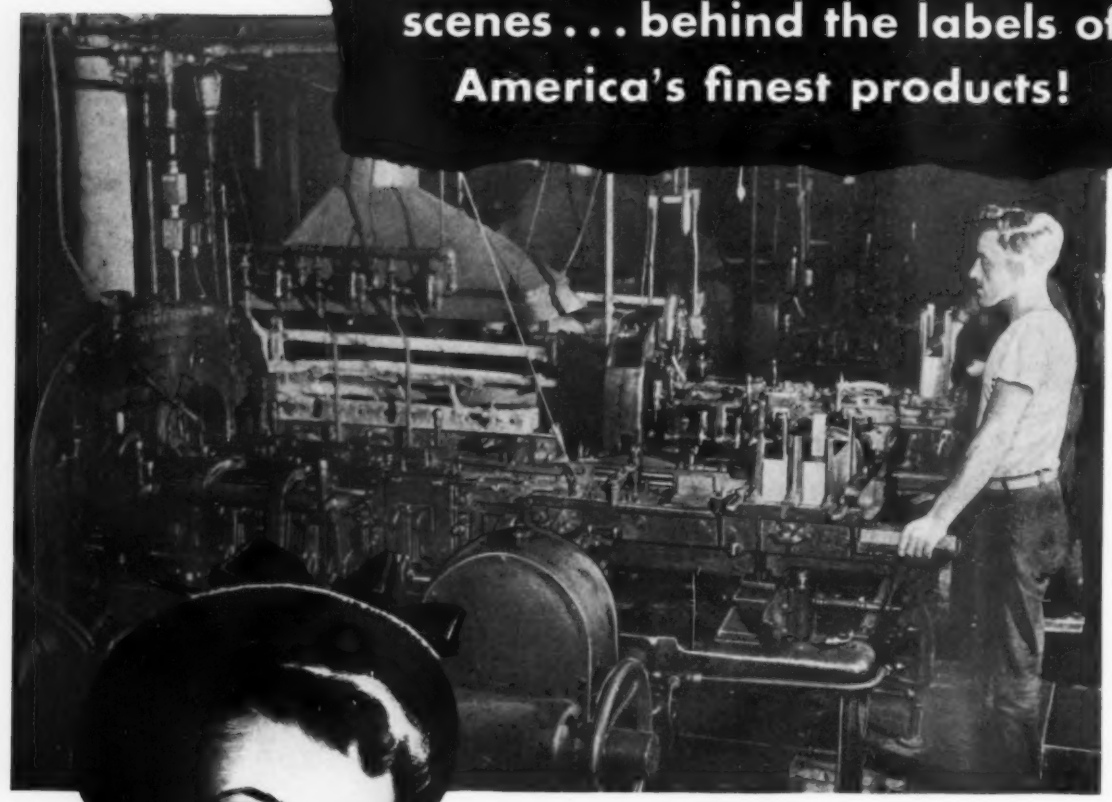
Heyden Chemical Corporation, has added Vincent R. Rebak to its New York sales staff. Mr. Rebak, a graduate of St. John's University, spent four years with the AAF during World War II.

Prior to joining the staff at Heyden,

V. R. REBAK

he was with the New York sales division of Miles Laboratories, Inc. Mr. Rebak will service Heyden accounts in upper New York state as well as Cleveland and Akron, Ohio.

Continental serves behind the scenes . . . behind the labels of America's finest products!



MADE RIGHT! . . . *Two magic words that say, "Here is a quality product."*

That's why "made right" is Continental's proudest claim for its lithographed metal containers. Every step in this manufacture—from selection of raw materials through lithographing, body-forming and seaming—is painstaking and exact. Forty-two years of experience in the field—making more than 500 different shapes and types of containers for thousands of products—have developed our production equipment and manufacturing skill to top efficiency.

Add this to our exacting methods of inspection, testing and checking. Then you'll see what we mean when we say, "Continental cans are *made right!*" That's why thousands of metal container users look to Continental for the best in quality and the best in service.

CONTINENTAL CAN COMPANY

100 East 42nd Street, New York 17, N.Y.

Jaeger Joins Bristol-Myers

Gustave A. Jaeger has joined Bristol-Myers Company, N. Y., as special financial assistant to the president. A native of New York City, Mr. Jaeger

G. A. JAEGER

comes to the company with a wide experience in the banking field. After graduating from Columbia University, he was for four years associated with the National City Bank. For the past fifteen years he has been with the Irving Trust Company, as an assistant vice president.

Lambert Appointments

Lambert Pharmacal Company, has appointed Hal Starrett to the post of assistant general sales manager, with headquarters in St. Louis. Mr. Starrett has been with the company for fifteen years, starting out as a salesman and later being promoted to divisional sales manager, then Pacific Coast manager.

F. W. Ballentine, general sales manager of the company, will continue to maintain his headquarters at the company's offices in New York.

James J. Antle, divisional sales manager in the New Orleans area for Lambert, has been transferred to the St. Louis office, to handle the inside operations of the sales department. Mr. Antle has been with the company since 1940 except for a leave of absence during the war when he served with the Marine Corps.

Commercial Solvents Promotions

The pharmaceutical division of Commercial Solvents Corporation has announced that James J. Sonnenberg has been made district supervisor with headquarters at Cincinnati. Mr. Sonnenberg was formerly with William S. Merrell Co., and Winthrop Chemical Company.

Other additions to the pharmaceutical division's sales force are John J. McQuaid at Philadelphia, Frank E. Levenberg and Luke A. Fusco at New York.

DCAT Fall Golf Tourney

After a lapse of five years, the Drug Chemical and Allied Trades Section of the New York Board of Trade will resume its annual fall meeting and golf tournament at Shawnee Inn, Shawnee-on-Delaware, Pa., September 25-26.

Innis, Speiden & Company has formed a club of members of the organization who have served 25 years or more. Shown in the group from left to right T. G. Flavelle, director; William H. Sheffield, president; Charles C. Wickstead, vice president and treasurer. Standing: P. L. Frost; John Breckwoldt: George Sonnek; Rose G. Oliver; Herbert S. Cottrell; Frank Grilli; Herman Price; Paul W. Hiller; Edward Schaaf.

Glenn Joins Linnea Perfumes

Richard M. C. Glenn has been appointed sales manager of Linnea Perfumes Inc. Before joining Linnea, Mr. Glenn was assistant sales manager and

RICHARD GLENN

market research director for H. P. Smith Paper Co.

He was four years in the Navy as surplus disposal officer and prior to that was sales promotion director of American Cyanamid Co.

Henderson Visits Australia

Ralph Henderson, vice president, Frederick Stearns & Co., division Sterling Drug Inc., flew from San Francisco, March 1, to visit the Stearns branches in Sydney, Australia, and Auckland, N. Z.

Both branches, of which Noel Leggett is managing director, have expansion programs under way. Outside of the U. S., Stearns is particularly well represented in Australia, where more than 90 per cent of the chemist shops handle its products.

Mr. Henderson plans to return to this country by April 7.

Daumit Starts New Company

Harry G. Daumit has started a new perfume and cosmetic company to be known as "Kathryn, Inc." Headquarters of the company will be at 314 West Institute Place, Chicago. The former Daumit company, which manufactured and distributed Lustre-Creme Shampoo, was purchased by Colgate-Palmolive-Peet Co., together with rights to the corporation name, "Kay Daumit, Inc." under terms which exclude shampoo or hair products from the line of merchandise which will be produced by Kathryn, Inc.

Associated with Mr. and Mrs. Daumit will be Matt Neissen, formerly in charge of production of Lustre-Creme, as general manager of the new company.

Burns Re-elected Head of U. S. Vitamin

Dr. Louis Freeman, director of the laboratories of U. S. Vitamin Corporation, N. Y., for many years, becomes

DR. LOUIS FREEDMAN

vice president in charge of research following recent elections.

H. Boris Burns has again been re-elected president of the concern, occupying this position for the eighth year.

Dr. Casimir Funk, who first isolated and named the "vitamine" in 1912, has been associated with the U. S. Vitamin Corporation since its inception, and will continue his work in the company's greatly expanded research program.

H. B. BURNS

I. A. Botty, who has been instrumental in greatly widening the scope of the U. S. Vitamin Export Corporation continues as vice president and export manager.

Other re-elected officers were Hamilton Pell, chairman of the board; Arlen G. Swiger, secretary; M. Weiner, treasurer; and B. A. Fuchs, assistant to the president.

Searle & Co. Names Two

In the expansion of the sales department of G. D. Searle & Co., Chicago, Warren R. Beck was promoted to the office of assistant director of medical service and Jay D. Green joined the company to fill the new post of marketing analyst.

Correction

In the October 1946 issue of Drug & Cosmetic Industry, there appeared a study of Orris Root, written by Dr. Y. R. Naves of Givaudan & Cie, S. A., Geneva. Due to some inadvertent errors of translation, the version of the article as printed in this publication in several respects.

With reference to the Tuscan production of dried orris rhizomes, which reached 2100 tons in 1914, the correct figures show this fell to 300 to 400 tons between the two world wars, went as low as 245 tons in 1939.

The yields of irone isolated by distillation of the rhizomes and by the treatment of the resinoids should have been reported as varying between 0.024 and 0.039 per cent, rather the 0.24 and 0.39 per cent.

The orris exported through Mogador was described as being "peeled but not cleaned," when it should have read "peeled but not pared." In the section dealing with the presence of irone in the central cylinder, the article should have read that "it is wise to pare the rhizomes in wide chips," and the "treatment of unpared rhizomes yields only a fraction of the odorous other than irone."

In the table giving the characteristics of the distillates, in the third column on page 586, the acid value should read 162 to 216, rather than 182 to 216, and the ester value 4 to 36, rather than 4 to 10. The percentage of neutral fraction for the distillate of benzene resinoid should be 18.1 to 23.2, and for the distillate of petroleum ether resinoid 40.6 to 57.4.

The characteristics of the absolutes reported in the first column are actually those of the petroleum ether resinoid and not the benzene resinoid. For the latter, the figures should read; d_{20}: 0.929 to 0.943; n_D^{20}: 1.4938 to 1.4986; D: +18.30° to 34.15°; ester value: 26 to 47; per cent irone by oximation: 62:2 to 77.8.

Finally, the average yield of oil of orris by distillation, correctly reported as 0.20 to 0.24 per cent, does rise to between 0.32 and 040 per cent, if the distillation is continued until completion, instead of being stopped after 20 to 36 hours.

Owens-Illinois Appointments

Two appointments in the sales promotion department, glass container division, have been announced.

Northrup F. Bowes has been made

N. F. BOWES

Eastern sales promotion manager and Newell A. Pontet, manager of the film and display division. Assigned the responsibility of interpreting sales promotion policies for the glass company in that area, Mr. Bowes will be located in the New York office of Owens-Illinois. He has had wide experience in sales and merchandising. During the past five years he has worked for Owens-Illinois as merchandising manager of the food container division, and of the drug and

N. A. PONTET

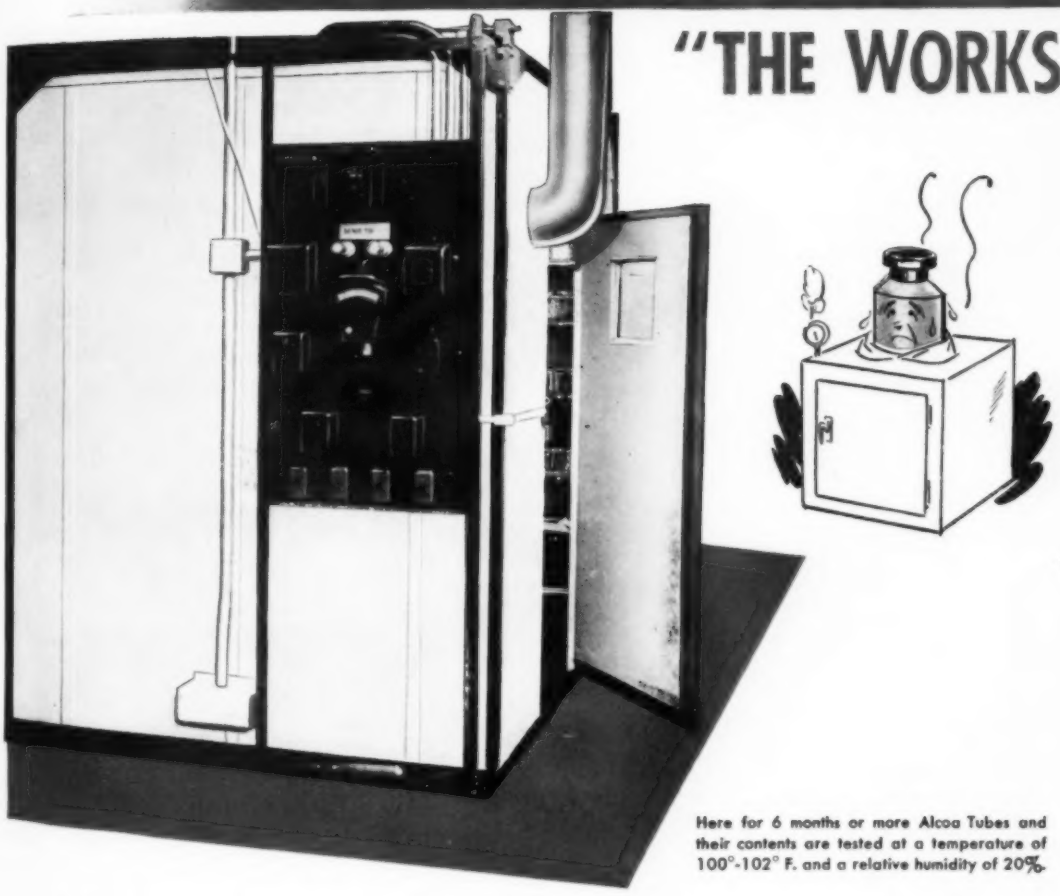
chemical industries divisions.

Mr. Pontet has been associated with Owens-Illinois for 14 years. During this time he worked in the Los Angeles plant and sales office. He served in the AAF in 1942 as a Link Trainer instructor. Released from service in 1943 he joined the Company's main office in Toledo to assist in the organization of the film and display division.

BIMS Winter Party

The annual winter party of the BIMS of Boston was held at the University Club in that city March 7.

This torture chamber gives tubes "THE WORKS"



Here for 6 months or more Alcoa Tubes and their contents are tested at a temperature of 100°-102° F. and a relative humidity of 20%.

Every product planned for packaging in Alcoa Aluminum Tubes gets "the works" in this and other specially designed equipment in the Alcoa Packaging Laboratory.

In the incubator shown above, Alcoa Aluminum Tubes and their contents are kept at a temperature of 100°-102° F. and a relative humidity of 20%. For weeks and months they are stored here. Every step is carefully checked; carefully controlled. After six months, tubes and contents have been subjected to conditions comparable to 3 years normal shelf life in an average retail store.

When the Alcoa Packaging Laboratory reports on the suitability of your product for aluminum packaging you know the information is accurately gathered; expertly evaluated.

Why not send samples of your product for testing now—for ordering later? We can advise you which type of Alcoa Tube, plain or interior coated, is best for your product. We also can advise you whether a slight change of formula or the addition of an inhibitor will reduce your packaging costs when more Alcoa Tubes are available.

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MORE **people want** MORE **aluminum for** MORE **uses than ever**

ALCOA

ALCOA ALUMINUM TUBES

*Blue stops the eye, starts the sale

PACK TO ATTRACT IN

Maryland Blue

MARYLAND GLASS CORPORATION • BALTIMORE 30, MARYLAND

CHICAGO: Berman Bros., Inc., 1501 S. Laflin St. • CINCINNATI: J. E. McLaughlin, 401 Lock St.
JERSEY CITY: Maryland Glass Corp., 50 Journal Sq. • KANSAS CITY: Aller Todd, 1101 Mulberry St.
MEMPHIS: S. Walter Scott, 608 McCall Bldg. • ST. LOUIS: H. A. Baumstark, 4030 Chouteau Ave.
SAN FRANCISCO: Owens-Illinois Glass Co., Pacific Coast Division, 320 California St.

Roden Moves to West Coast

H. W. Roden, president of American Home Foods, Inc., is transferring his office and residence from New York to Los Angeles in a move to devote his attention to policy formulation and to augument the company's position on the West Coast. The firm already has a divisional sales office in that region, in addition to a food producing plant at San, Cal.

Mr. Victor T. Norton, recently appointed executive vice president of the corporation will act as administrative head of the business and the headquarters will continue to be maintained at 22 E. 40 St., New York.

Mr. Roden while remaining president and director of American Home Foods and a vice president of American Home Products Corporation, will soon divest himself of many other positions he has held in associated companies and in the food trade.

He is the author of four successful novels and a number of magazine stories. He intends to devote some of the leisure time which the relinquishing of a portion of his business will provide, to the furtherance of this profession.

ADMA Names Bambach Assistant To Frailey

Dr. Karl Bambach has been appointed assistant to Carson P. Frailey, executive vice president of the American Drug Manufacturer's Association.

Visiting the traveling salesroom are Maas Brothers department store employees in Tampa, Fla. Standing: Iris Kitchens, head of perfume section; Peggy Bischoff, Louise Hall. Seated: Mary Lou Monteiro, buyer; Bob Bischoff, Martha Whitfield, divisional merchandise buyer.

Dr. Bambach was with the William S. Merrill Company, for five years, and for the next five years was on the research staff of the Kettering Laboratory of Physiology of the University of Cincinnati.

During the war he was in charge of the drugs and chemical section, service of supply, Office of the Surgeon General of the War Department, and served as liaison officer with the Food and Drug Administration, Bureau of Narcotics, National Institute of Health and the National Research Council.

Traveling Salesroom

With the age of jet propulsion, atomic energy and wired bras comes now a new angle on sales-rooms. Bob and Peggy Bischoff, representing Pacquins Hand Cream in the Southeast, are traveling about the countryside dragging their sales room behind them.

This might be something new in sales-rooms, so why not a cosmetic caravan traveling from town to town. Bob and Peg like it. Aside from being able to visit their friends, they have a show room, a demonstration room and at the same time they solve hotel reservation problems.

The buyers like the idea too, they can get off the busy floor to inspect merchandise and arrange promotions, get them done quickly and back into the store.

Elmer H. Bobst, president of William R. Warner, entertains at luncheon in the executive dining room at the opening of the new William R. Warner-Richard Hudnut cafeteria. Shown with him are (left to right) T. P. Hastings; E. Walton Bobst; secretary and vice president of William R. Warner; H. M. Kiesewetter; Mr. Bobst; Stuart Wagner; M. G. Herold; Dr. H. M. Wuest and Dr. R. D. Shaner.

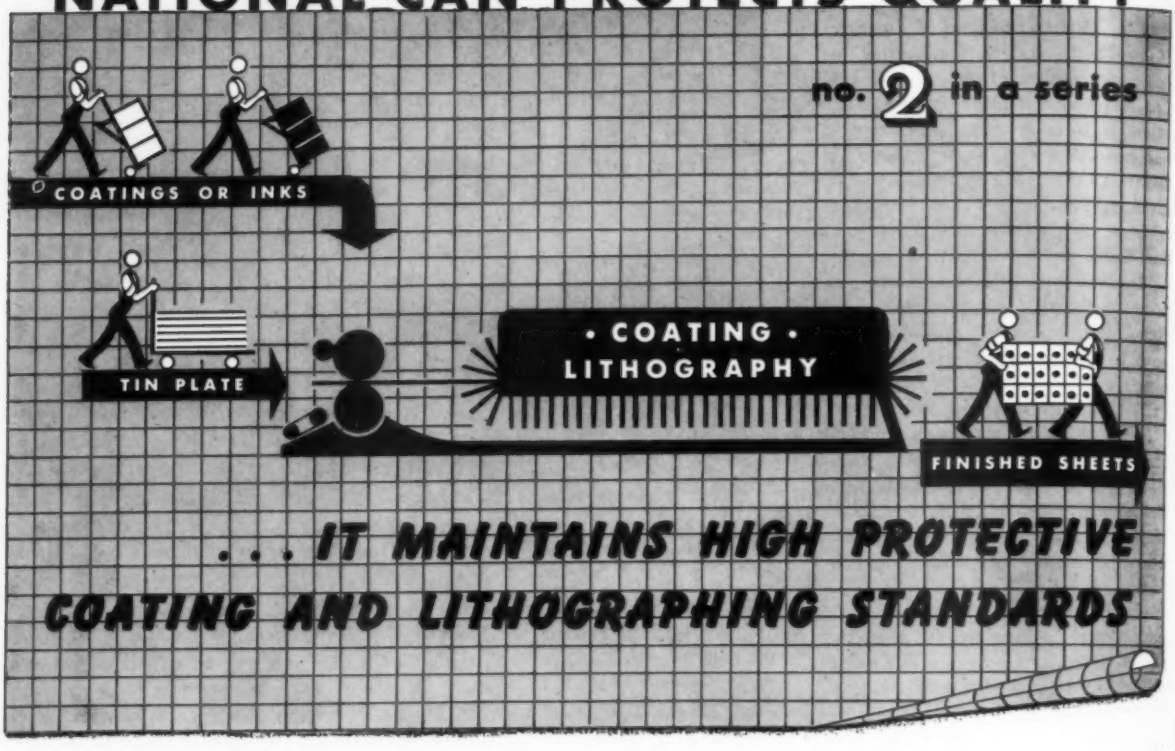
Lo Curto & Funk Celebrate 25th Anniversary

Lo Curto & Funk, customs brokers, 21 State St., New York, specializing in the clearance of essential oils, drugs, chemicals and allied products, are celebrating their twenty-fifth year in the business.

Kupper Advanced By Rosenfeld

Jack Kupper has been appointed general sales manager in charge of the drug division of the Henry Rosenfeld Cosmetic Corporation. He will undertake a nation-wide tour to expand the new policy of selling drug stores and drug chains. He is the past president of the Drug Salesman's Association.

NATIONAL CAN PROTECTS QUALITY



When you have a metal container to be coated inside for protection, coated outside for decoration, lithographed outside for design and labeling, our long experience and expert knowledge will help you in many ways. We see to it that an inert lining, when needed, not only serves to preserve the product but also to safeguard the container itself, protecting it against corrosion. As the job may require, we carry out one or more of the successive steps of cleaning tin plate, applying a lacquer base coating, printing color by color with baking-in of each, and applying a finish of lustre and protection.

Our own artists, color specialists and photographers round out a coating-lithographing staff that includes skilled pressmen whose expert makeready and precise adjustment techniques insure perfect register in multiple impressions.

Further advertisements will feature, in the order of their occurrence, other examples of how National Can protects quality.

NATIONAL CAN
CORPORATION

Executive Offices: 110 EAST 42nd STREET, NEW YORK 17, N. Y.

SALES OFFICES AND PLANTS IN: BALTIMORE, MD. · CHICAGO, ILL. · HAMILTON, OHIO · BOSTON, MASS. · INDIANAPOLIS, IND. · MASPETH, N. Y. · McKEESPORT, PA. · ST. LOUIS, MO.

Kremers Urban Charged with Unfair Competition

An action for interference and unfair competition has been filed by Lakeside Laboratories, Inc., against Kremers Urban Co., both pharmaceutical manufacturing and distributing concerns, in the Circuit Court for Milwaukee County.

The suit is based upon the complaint which alleges that Kremers Urban Co., Dr. C. O. Miller, Ray A. Johns and Gilbert Burgerhoff, the defendants, the latter three former employees of Lakeside, "willfully and maliciously have persuaded a number of persons who were employed by the plaintiff to leave the employment of the plaintiff without its consent and against its will . . . by representing to the plaintiffs employees, that they were about to lose their employment because the plaintiff intended to discharge them, whereas in fact the plaintiff had no such intention."

The complaint further states "That in addition to the plaintiff's salesmen and other sales personnel, the defendants have by various false representations induced the chief control chemist, its purchasing agent and others to leave its employment and become associated with and employed by the Kremers Urban Co."

Damages in the amount of $100,000 are demanded in the complaint.

Fritzsche Names New Directors

To fill existing vacancies in its board of directors, Fritzsche Brothers, Inc., New York, has announced the election of the following new members: Dr. Ernest Guenther, chief chemist and third vice president; B. F. Zimmer, Jr., and Fred H. Leonhardt.

Glenn Elected President

Claude T. Glenn of Winston-Salem, N. C., was elected president and general manager of Wright & Glenn Company, Inc., manufacturers of Miss Twinkle, cosmetics for little girls. Mildred Randolph Culbreath was elected vice president and sales director.

Schmitz Named Chairman of Board

Oscar J. Schmitz has been named board chairman of the Snowden Mize Drug Company; J. Addison Mize has become president; John C. Savage, vice president and Rex Thorning, secretary in executive promotions that took place at Atchison, Kansas.

Rolly M. Cain

Rolly M. Cain, president and general manager of Abbott Laboratories, died February 21 at Phoenix, Ariz., of a heart attack. He was 65 years old.

ROLLY M. CAIN

Mr. Cain was born in Washington, Ind., and attended school there until the age of 17 when he started to work in the pharmaceutical plant of the Pitman-Myers Company of Indianapolis. He became a salesman for this company in 1905, a position he held until 1909 when he and several associates organized the manufacturing pharmaceutical firm of Swan-Myers Company. He was elected president of that company in 1913, serving in the office until 1930 when Swan-Myers was merged with Abbott Laboratories. He was a vice president, and executive vice president of the latter until elected president and general manager of the firm in March 1946.

Mr. Cain travelled widely and was interested in the development of export, as well as the domestic sales of his firm.

His first wife, the former Miss Dersey A. Myers, died in 1934. He leaves a widow, a son, a daughter and a stepson.

Dr. Ludwig Schaefer

Dr. Ludwig Schaefer, 63, chairman of the board of the Maywood Chemical Works, Maywood, N. J. died at his home in Paramus, N. J., on Feb. 22.

Dr. Schaefer was born in Mannhein, Germany and was a naturalized citizen of this country. His father, the late Dr. Louis Schaefer, founded the Maywood Company.

He was graduated from Columbia University in 1906, and was an honorary member of the University of Munich. He was a trustee of the College of Pharmacy of Columbia.

Surviving are his wife, Mrs. Clara Sittel Schaefer and two sisters.

Horace Schonle

Horace Schonle, 54, discoverer of the sedative drug amytol and director of organic research at Eli Lilly & Co., died February 24, in Indianapolis after a weeks illness.

Mr. Schonle also assisted in the discovery of another sedative, seconal, and he was regarded as a world authority on barbiturates. During World War II he served as the Lilly Company's representative with the office of scientific research and development.

A native of Tuscola, Ill., Mr. Schonle received a bachelor's degree in chemistry from the University of Illinois in 1916 and a M.A. in 1917. He joined the Lilly company in 1919 after war-time service in the Chemical Warfare branch and a brief post-war service in the Department of Agriculture.

Alois Von Isakovis

Alois Von Isakovis, forty, vice president of Synfleur Scientific Laboratories Inc., died February 24, at the Hamilton Ave. Hospital, Monticello, N. Y.

Mr. Von Isakovics was the son of the late Dr. Alois Von Isakovics one of the pioneer's in the synthetic aromatic field and founder of Synfleur Scientific Laboratories.

Surviving are his wife, three children, his mother and three sisters.

Frederick W. Werner

Frederick W. Werner, purchasing agent for L. Sonneborn Sons, Inc., N. Y., died at his home in Glendale, L. I., on February 20, after a lingering illness. He was 58 years old and had been associated with the company for 34 years. Surviving are his wife Catherine, two daughters and three grandchildren.

Richard N. Hill

Richard N. Hill, for the past six years manager of the Chicago office of Bristol-Myers Company, died at the Wesley Memorial Hospital, Chicago, Feb. 24.

A native of Shelbyville, Ind., Mr. Hill owned and operated the Vero Drug Company, Vero Beach, Fla., after leaving school. He served in the Navy during the First World War and, upon being mustered out, returned to the retail drug business. In 1926 he joined Bristol-Myers as a travelling representative. He was transferred to Chicago in 1941 and became branch manager there that same year.

He is survived by a widow, the former Mary Rose Powell.

STOKES
TABLET MACHINES

FOR SMALL SCALE OPERATION OR EXPERIMENTAL TABLETTING

Eureka single-punch bench model Tablet Machine

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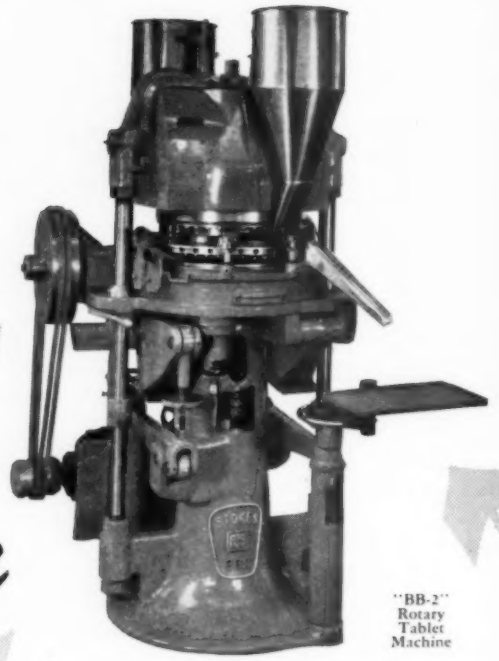

"BB-2" Rotary Tablet Machine

HIGH SPEED QUANTITY PRODUCTION UP TO 1500 TABLETS PER MINUTE

Whatever your tabletting needs — whether for small production or experimental and research work, or for high speed, large scale production — there is a Stokes Tablet Machine to meet them.

For over 50 years Stokes has designed and built machines for compressing pharmaceutical and other tablets — machines which, today, are standard equipment throughout the world.

These machines embody many unique features. Typical are the Automatic Excess Pressure Release on rotary and larger single-punch models; Anti-Capping Devices; and means of producing ball-shaped and perforated tablets.

Write for Catalog No. 480-T describing Stokes Tablet Machines, auxiliary equipment, and technical and laboratory facilities available.

F. J. STOKES MACHINE COMPANY
5932 Tabor Road, Philadelphia 20, Pa.

F.J.Stokes TABLET MACHINES PHARMACEUTICAL EQUIPMENT FJS Est. 1895

Production Forum

By Francis Chilson

Industrial Consultant

Message To Labor

You all want higher wages to offset the steadily increased cost of living. You have been told that high wages sustains prosperity, and defers or prevents depressions.

This is simply not so, as the facts of history reveal. There have been periods of great prosperity when men only received as much for a day's work as they now received for an hour's. Likewise, there have been tremendous depressions when men received wages as high as they are getting now.

Going backward, you will recall with a shudder the terrible depression we had during the 1930's. Wages were abnormally high all through the 1920's, but still the crash came, and you know the rest.

In the early 1920's, shortly after the end of World War I, there was a short, but intense, depression during the reconversion period—in spite of the fact that people still had war savings, and had been earning abnormally high wages.

On the other hand, history also shows that we have had terrible depressions when men were paid very low wages. For example, we had a depression in 1907, when a skilled mechanic received an average wage of $2 for a ten-hour day; whereas now they receive as much as that for a single hour's work. That depression was terrible. The depression of 1897 was just as bad—and that in the early 1880's, was equally awful.

In between these periodic depressions, which have extended back all during the history of our country, there have been periods of great prosperity in spite of the fact that men received very low wages indeed, in comparison with present-day standards.

In other words, my good friends, the lessons of history show that low wages do not cause depressions, and high wages do not prevent them. In spite of all the crazy claims of the Communists, and the wild-eyed agitation of uneducated labor leaders—who have so often mislead you—the scale of wages and depressions have nothing to do with each other.

Depressions are caused when people stop buying. When you lose faith in yourselves, in your employers, and in your government, then you begin to stop buying, and that's how you, yourselves, cause depressions.

It stands to reason, doesn't it, that the only way you can have high wages and high purchasing power and a sustained period of prosperity, is by increasing your own productivity. For example, if you are paid $5 a day and you produce $50 worth of merchandise a day, the labor cost of that merchandise is 10%. Now if your salary is increased to $10 a day, and you do not produce any more merchandise, then the labor cost becomes 20%. In order to stay in business, your employer must add this increased cost to his price and pass it along to the public in the form of a higher price for the merchandise in question. (The "public", of course, means YOU.) Now then, if your wages are increased from $5 to $10 a day, and you increase your production from $50 worth of merchandise a day to $100, then the labor cost still remains 10%, and your employer can afford to pay a higher wage without increasing his price. In such a case, indeed, because of reduction in overhead ratios, your employer can pay the high wages and actually reduce prices, too.

In 1914, when Henry Ford declared $5 a day minimum wage for everyone in his employ—at a time when all the other automobile companies were paying an average of $2 a day—he demonstrated the truth of this statement, because he had the means by which the productivity of his labor could be increased to a point where he could increase wages in his plant more than two and one-half times the prevailing average. You all know the result. In the first place, increased productivity in Mr. Ford's plants made it possible for him to reduce the price of automobiles so that the average worker could own one. He also forced his competitors to adopt efficient methods of production so that they too could increase wages and decrease prices. Now everybody has cars, whereas once they were the toys of the rich.

Don't listen to the irresponsible people who tell you that wages can be increased substantially without an

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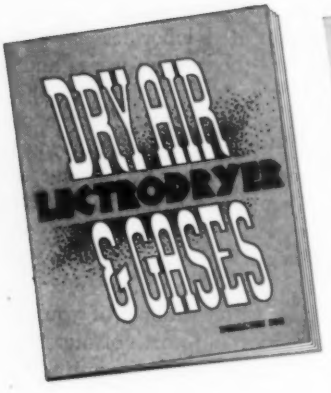

Is moisture in materials being processed slowing down your production and cutting its quality? Lectrodryers can be placed "on stream" to keep processes on the straight and narrow path.

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Mail the coupon below for the new book, "Lectrodryer Bulletin 105". Or tell us your immediate DRYing problem and our engineers will suggest a cure.

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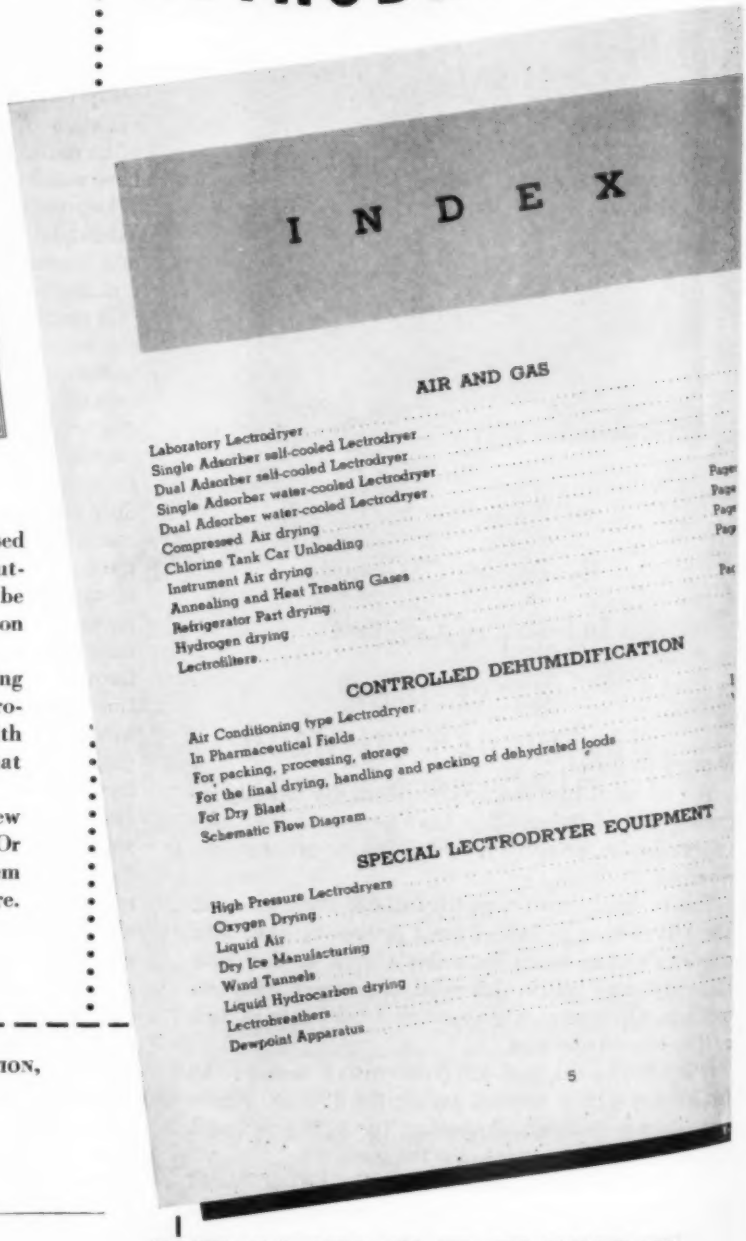

INDEX

AIR AND GAS

Laboratory Lectrodryer
Single Adsorber self-cooled Lectrodryer
Dual Adsorber self-cooled Lectrodryer
Single Adsorber water-cooled Lectrodryer
Dual Adsorber water-cooled Lectrodryer
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increase in prices and without a commensurate increase in productivity. Some of the so-called labor leaders insist that wages should be increased substantially, that hours of work should be reduced, and that laws should be passed to prevent an increase in prices. It is plain common sense that if this should come to pass through the use of the political power which labor has gained, two things will happen: first, those employers who can afford it will exert all possible means to mechanize even simple operations in order to offset as much as possible the increased labor costs which they have to pay. This will mean temporary technological employment. If it happens in your plant, you may have to hunt for a job in some other plant or industry, and you may have to hunt for a good long time before you get a job at your present rate. The second thing that will happen is, that if your employer is in an industry that cannot easily be mechanized, or if his capital is so limited that he cannot afford mechanization anyway, then he will go broke, and you will be out of a job. It's just as simple as that.

Use your head. Use common sense. Don't kill the goose that laid the golden egg. You, yourself, can increase your own real wages—that is to say your purchasing power—only if you, yourself, likewise increase your productivity. There just isn't any other rule. That's the law of business survival. And business survival means your survival. Don't wait for the other fellow. Get in there and pitch. You fellows—too many of you—have been laying down on the job, but time is running out and if you don't want a terrific depression to break over your heads like a thunder clap within the next two years, get in there and pitch—and keep pitching.

Antivivisection

It was very nice of Mr. R. T. Krepela of the Professional Service Division of Hoffmann-LaRoche, Incorporated, to send me a bulletin published by his company on the subject of antivivisection. This was a reprint from the December 1946 issue of the Roche Review and is entitled "More Dogs or Better Babies?" The bulletin summarizes the continual and unremitting attacks by antivivisectionists who persistently attempt, through the various states legislatures to eliminate experiments on animals. The bulletin summarizes the value of animals in research work as follows:

"There is not space here to list all the benefits to both mankind and the animal kingdom which have resulted from experimentation on animals; they are too numerous. However, a few should be mentioned for the sake of emphasis, and Dr. Kretschmer, former president of the American Medical Association, has summarized many of the benefits very succinctly as follows:

1. Animal experimentation has made it possible to develop the entire field of physiology on a sound foundation, both in health and disease, so that we have a better understanding of every organ in the body.

2. Advances in surgical technic have been made possible by animal experimentation. Surgical operations on the intestines, nerves, tendons and blood vessels, transplantations of bone, cartilage and entire organs are the result of animal experimentation.

3. The standardization of various drugs is directly dependent on the use of animals. New remedies, such as the various sulfa compounds and penicillin, are tested out on animals to determine their potency, their actions and effects.

4. Animals are needed to standardize the vaccines, antitoxins and serums that are used in the prevention and treatment of infectious diseases such as diphtheria, yellow fever, cholera, typhoid and many others.

5. I should like to mention some of the advantages that have occurred to animals: Animals have been protected by vaccination for rabies, for horse encephalitis, distemper, bovine tuberculosis, hog cholera, foot and mouth disease, hookworm disease and many others.

6. The role of bacteria in the cause of the infectious diseases and the methods of preventing these diseases have been shown by animal experimentation. As a result many years have been added to man's life span.

7. Surgical sepsis and antisepsis. If we had not discovered on animals what bacteria did when they entered the body, which discovery led to the practice of sterilizing all materials used in an operating room, our operative mortality would still be high in spite of good surgical technics.

8. Our knowledge of the role that vitamins and hormones play in our life was enhanced by animal investigations.

9. The study of infantile paralysis with its many crippling after-effects requires the use of animals to further research in this field. The monkey has been invaluable in study of the various phases of this dreadful disease.

10. Experiments on animals, particularly mice, have added to our knowledge of cancer and other malignant tumors.

11. Monkeys, dogs, rats, and chickens have been used to study malaria and anti-malarial drugs.

12. Without the use of animals many of the splendid results achieved in the treatment of casualties in this war would not have been possible. Many of these problems were first studied in animals, including the treatment of burns, the effects of gas poisoning and the treatment of shock.

13. Great progress has been made in the field of anesthesiology most of it based on animal experimentation. The story of the anesthetic qualities of ethylene is interesting. Carnations shipped into the Chicago flower market "went to sleep," and it was demonstrated that ethylene gas was the cause. Then, in order to determine whether or not ethylene could be used as an anesthetic agent in man, it was necessary to use animals. As a result of this work, ethylene as an anesthetic agent was put on a firm basis.

According to an article by Ivy and Zobel, as a result of medical progress largely brought about by animal

experimentation, babies born in 1943 can expect to live 16 years longer than those born in 1902; in other words, 2,100,000,000 years of human life have been saved by the application of medical discoveries in one generation. Also, in World War I, more than 9% of our men died, while in World War II only 3% died; thus about 48,000 American men owe their lives to discoveries which animals have helped to make just since 1920."

The A. A. A. Meeting

As you doubtless know, I was one of the speakers at the sub-section on pharmacy during the recent Boston meeting of the American Association for the Advancement of Science. It was a lively meeting. Unfortunately, only a few of the men in the industrial branch of the pharmaceutical industry attended the meeting. This was a great pity, because this organization offers an opportunity for the scientists and the production men in the ethical and the proprietary branches of the trade to get together on equal terms. Most of the men there were professors of pharmacy or deans of pharmacy schools. On the whole, they struck me as a pretty swell bunch. Anyway, they demonstrated that they could take a beating and hand back as much as they received.

I lambasted them for failing to train boys qualified to work in the manufacturing branch of the pharmaceutical industry. The better pharmacy schools have indeed turned out some men qualified to work in control laboratories, and to some extent qualified to do research work in pharmaceutical plants. But none of them to date has turned out men qualified to become pharmaceutical engineers or manufacturing pharmacists.

Papers were presented by Art Peterson of Heyden Chemical Company, Karl Klemme of the Jamieson Company, and myself—the three of us representing the industrial point of view. Pete's requirements for training a pharmaceutical engineer were, I believe, somewhat too comprehensive. Klemme did a good job of stating some of the problems which differentiate pharmaceutical from chemical engineering.

Naturally, the academicians opposed our point of view. I say naturally, because you couldn't expect anything else. Nothing in this world is more hide-bound or reactionary than the system which governs American universities. If you tell the academicians that certain courses are a waste of time for boys preparing to enter a particular field, they will tell you that these courses are "an academic requirement."

In other words, an academic requirement is the same as death and taxes, and is as immovable as the rock of Gibraltar. If you succeed in getting the professors to admit that some, if not the majority of academic requirements are sheer nonsense, then they will shrug their shoulders futilely and say that the academic requirements are imposed on them by the Northern Conference or the Southern Conference or God knows what. At any rate, there's something fixed, immovable and sacred about an "academic requirement." I remember the time when my own school required that a man had to know how to swim before he could get his degree. Just what connection there was between an engineering degree and the ability to swim, I have never been able to find out. At the moment, my daughter is going to one of the best women's colleges in America, and one of the "academic requirements" for her degree consists of a certain number of hours of outdoor exercise of a form which she thoroughly detests. How uncongenial exercise will contribute to her education, I do not know.

Time was not so long ago when virtually every degree required proficiency not only in Latin, but Greek as well. Gradually the academic reactionaries modified this requirements, although it is still required in some schools for some degrees. It is to be hoped that universities will some day catch up to within twenty-five or fifty years of current life and thought.

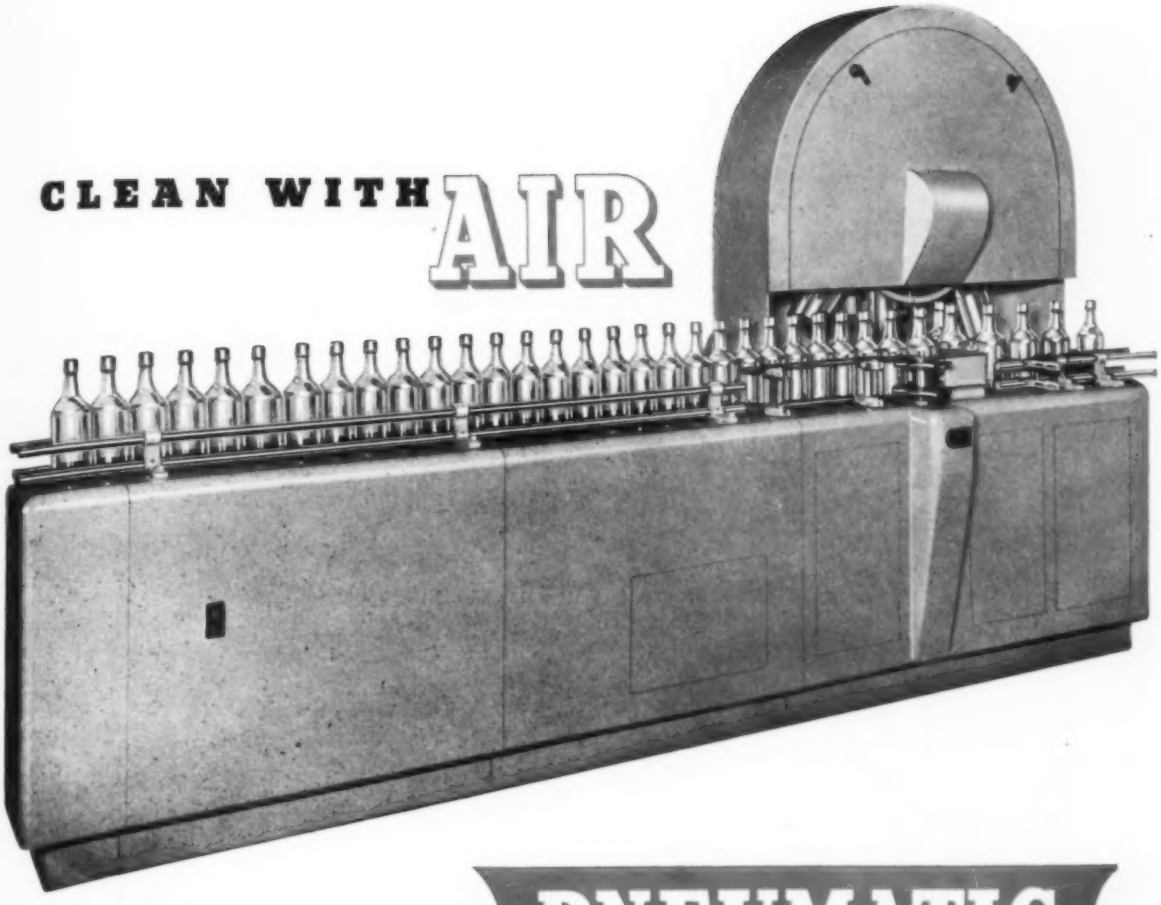
One of the deans, in response to my attack on "academic requirements," pointed out if there were no academic requirements there would be no standards, and that the mission of the universities is to keep standards high in order to train and develop the brains of the students entrusted to their care. Maybe so. I have no quarrel with standards, but standards should be useful and usable.

Differential and integral calculus are academic requirements for all engineering degrees. Yet not above five engineers in every hundred ever has the slightest occasion to go beyond trigonometry in his mathematical applications. I have known a lot of top flight engineers in my time and I'd be willing to bet that sixty per cent of them couldn't have passed an elementary algebra examination ten years after they left college.

Likewise, engineers are required to study a bit of chemistry. Some schools require them to take both quantitative and qualitative analysis. This, I think, is sheer nonsense. I think it is important for an engineer to know what chemistry does and to have some conception of the fundamentals of chemistry, but to spend a couple of years at it is, to my mind, a waste of time.

On the other hand, engineers do have to write reports; they may have to write articles and scientific papers; they all have to write letters, and they all have to sell ideas to their bosses. Yet it is an indisputable fact that most engineers from the best engineering schools in this country can hardly write a single grammatical, understandable, English sentence. It would seem to me an exceptionally high "academic requirement" would be to gain command of one's own language. In this respect, the pharmacists and chemists are no better. They are "required" to take a lot of things they will never use, and many of the things they could use are not given at all, or are slighted. We need some new definitions of academic standards and academic requirements. We need higher standards for university teachers certainly, and higher pay. Too many universities are staffed by uninspiring and unimaginative hacks who couldn't make a living at their professions in the market place.

CLEAN WITH AIR



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It is not by any accident that Pneumatic equipment is so well known for its "Lower Cost per Container" operation. Over fifty years experience in the application of sound packaging principles has provided an accumulation of technical "know-how" that is second to none in the field today.

One of Pneumatic's latest developments is the streamlined Rota-Cleaner shown above. Operating with a continual, smooth flowing action this machine cleans most any shape bottle up to the 1 qt. size by rotating it to an inverted position where it is subjected to a blast of dry air, after which the thoroughly cleaned bottles are delivered evenly spaced onto a discharge conveyor. Unit is completely equipped with safety devices.

If your problem is in Filling, Capping, Labeling or Cleaning, your best assurance of Better Bottling probably lies in a Pneumatic machine. Write us today. Pneumatic Scale Corporation, Ltd., 70 Newport Avenue, North Quincy 71, Massachusetts.

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Control Dial No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22			
½ OZ. SIZE		21½	25¼	25¼	24½	20½	13½	11¼	14½	8½	19¼	16¼	14¾	11	4½	24½	27½	21	12¾	17¾	27½				
¾ OZ. SIZE		20¾	20¼	25¾	19½	15¼	17	14½	9¾	9¾	14¾	16	12	13¼	8¼	15	26	18¾	12½	16	26½				
1 OZ. SIZE		19¾	22	27	22¼	16	16½	13½	9	10¾	13¾	15¾	9	13¼	10¼	17½	25¾	15¾	9¼	12¼	24½				
2 OZ. SIZE		13½	14¼	28	13½	6½	24¼	21¼	3¼	8¾	7½	16¼	4¼	12	17	10	24¾	10	3¾	5¾	18				
2½ OZ. SIZE		9¾	10	29	9¾	3½	28	25¼	-1¾	8	3¾	15¾	½	12	20	6	23¾	6¾	½	3½	14½				

Note: Blank spaces left for any additional carton that might be added to the range. No. 1 adjustment is for the carton magazine. The magazine adjustment is made by putting the carton into the magazine and adjusting angles to suit. All other adjustments are made by setting dial control adjustments by number to point indicated on scale. Additional sizes can be run between minimum and maximum range of machine by making the proper dial settings and recording.

This fully automatic ROSS Cartoning Machine is designed to handle any number of size cartons within this machine's range.

A change to another size carton can be made within ten minutes—without the substitution or addition of interchangeable parts.

The ROSS machine inserts bottle and literature and is available for handling:

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But if we ever hope to improve the quality of technical graduates, the entire industry should support the pharmacy schools with money, men and equipment.

Right now I recommend that the APMA, the ADMA and the Proprietary Association appoint cooperating educational committees to work with the universities in the preparation of practical, technical courses which will qualify graduates for work—especially manufacturing work—in pharmaceutical plants.

The following information is supplied by manufacturers of the equipment described and claims made below by these manufacturers are passed along for what they are worth. Presentation of such notice in this department is not to be taken as endorsement of the claims or of the equipment.

Rotary Rinser and Cleaner

The U. S. Bottlers Machinery Corp., has a rotary rinser and cleaner, power operated and designed for cleaning of any size and shape bottle, jar or jug up to gallon size. Combines both low initial cost and economy of operation. Has few moving parts, all of sturdy, long-life construction.

The machine is of circular design with an inner unit, containing the washing mechanism, which continuously revolves in either clock-wise or counter clock-wise direction. Containers, when placed on the revolving unit, are thoroughly cleaned both inside and out during one turn of the unit. The inverted containers rest on their shoulders rather than the necks, thereby eliminating neck chipping and breakage.

All parts coming in contact with water sprayed into the containers are of bronze construction. Apron supports and centering device are of stainless steel.

Both entrance and exit of washing chamber are amply shielded with sheet-rubber curtains to prevent sprayed water from splashing outside. Hot or cold water or steam can be used. Detergents also can be used. For more complete information, write Dept. "A" U. S. Bottlers Machinery Co., Chicago 44, Ill.

American Air Filters Catalogue

The many industries that have manufacturing operations requiring air filtering and conditioning will find the new booklet issued by American Air Filter Co. of much interest.

Showing various methods and equipment for eliminating industrial dust hazards, conditioning air, accelerating production and protecting quality. The catalogue traces the subject from industrial dust problems to product finishing. Copies of this booklet may be had by addressing American Air Filter Company, Inc., Louisville.

New Type Filter Press

A new vertical stack filter press of cast iron construction that combines plate and frame in one casting to permit easy removal of cakes, has been developed by the Youngstown Miller Company, subsidiary of Walter Kidde & Company, Incorporated, of Belleville, N. J.

The unique combination of plate and frame enables quick and easy cleaning and removal of cakes through an individual latching arrangement of each frame. Starting with the top frame, each section is individually latched in an elevated position to permit the filter paper and cake to be pulled forward out of the press. The cake is quickly removed and the filter paper replaced. Frames are then re-lowered into position and tightened by a hand screw, forming a tight press. The filtering area is 31 square feet with two cubic feet of cake space.

The new press is suitable for the filtration of many liquids including alkyd resins, solvents, paint, varnish, molasses, honey, fruit syrups, soaps, liquid shampoos, shaving lotions, fish, linseed, castor and essential oils and cutting oils and coolants.

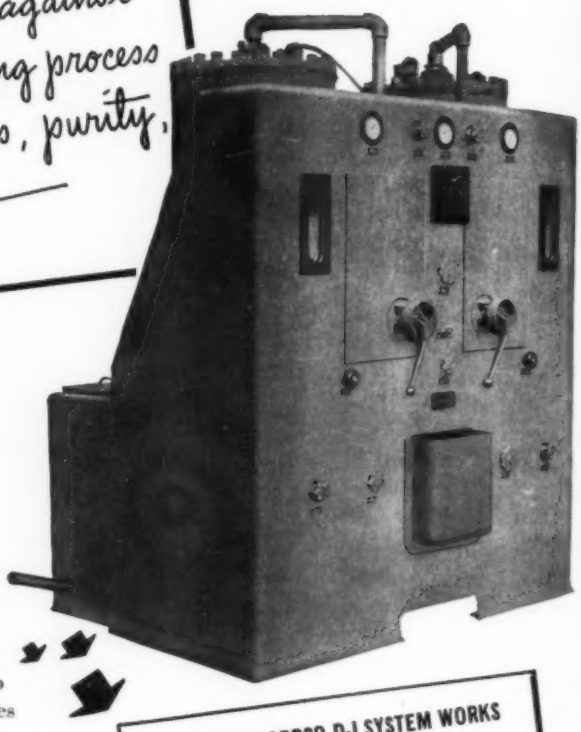
Mikro Catalogue

New, fully illustrated, 48-page book, just released by the PULVERIZING MACHINERY COMPANY, 50 Chatham Road, Summit, N. J., describes the complete line of Mikro-Pulverizers and Mikro-Atomizers from the small Sampler and Bantam Models for laboratory and pilot plant use to the large capacity units for full-scale production operation.

Basic principles and details of design and construction of both the Pulverizers and Atomizers are presented as well as various modifications available for

Memo to all users of process water..

Check the Dorrco D-I System against your present method of obtaining process water; compare costs, capacities, purity, and operating simplicity —



Using high-speed, high capacity ion-exchange resins, the Dorrco D-I System provides a new and *cheaper* source of specification water for the industrial user . . . by the de-ionization process.

√ **COST** — Depending upon the mineral concentration of the raw water, the Dorrco D-I System provides pure water averaging 2 to 20 cents per 1000 gallons — a fraction of the cost of distilled water.

√ **CAPACITIES** — Illustrated at the right is the Dorrco D-I "E unit" which is available in 6 sizes with capacities from 100 to 1500 gallons per hour. Other D-I Systems range from a few gallons to several million gallons capacity per day.

√ **PURITY** — The Dorrco D-I System will (a) remove simple hardness, (b) decrease bicarbonate alkalinity and reduce total solids, or (c) remove virtually all ionizable solids to produce the equivalent of distilled water . . . in most cases a water of standard U.S.P. distilled quality.

√ **SIMPLICITY OF OPERATION** — Compact and simple to start up, the Dorrco D-I "E unit" requires no operator except during regeneration periods. It is engineered so that no untreated water can possibly reach treated water storage tanks.

If you need process water of any purity . . . up to the equivalent of distilled quality . . . it will pay you to investigate the dollar-saving Dorrco D-I System. For detailed information phone or write our nearest office.

HOW THE DORRCO D-I SYSTEM WORKS

PRIMARY TREATMENT STAGE: raw water is passed through a bed of cation resin exchangers which removes the calcium, magnesium, sodium and other metallic constituents.

SECONDARY TREATMENT STAGE: partially treated water from the primary stage is passed through a bed of anion resin exchangers which removes the acids generated in the primary stage.

RESULT — mineral and acid free water.

REGENERATION: Cation and anion exchangers are regenerated for repeated reuse — the former with an acid and the latter with an alkali.

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special conditions of operations. Typical applications of this equipment to various pulverizing operations are noted and representative performance figures are quoted.

The Company's unique test grinding and research facilities for analyzing and reporting on clients' specific grinding problems are described.

Send For Copy

F. J. Stokes Machine Company have reissued their Pharmaceutical Equipment catalog which emphasizes tablet manufacture, and also vacuum processing and freeze-drying equipment. The latter types of equipment have increased in importance in the drug trade considerably. The catalog is well worth reading as a document, in addition to its value as a reference.

Lightweight Pallet Lift Truck

Completely new design, construction and operational features are offered by LYON-Raymond Corporation in their new 2000 lbs. capacity hand pallet truck.

Total enclosure of working parts serves to protect them as well as give a streamlined appearance to the truck. The use of high strength alloy sheet steel formed into box sections for the frame, and aluminum alloy for

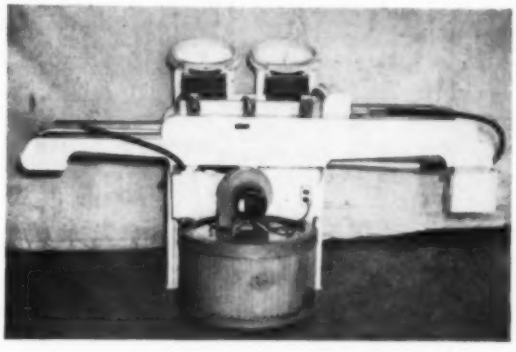
wheels and other non-structural parts insures a minimum of weight. Two men can load this truck from ground level into a highway truck.

Elevation is accomplished through a hydraulic foot pump, especially designed for the truck. Length of stroke is optional, depending on the stature of the operator. Lowering results from pushing the foot pedal forward. The pump is equipped with a relief valve to prevent overloading and possible damage. Full details and price information are available from the manufacturer. Simply write for copy of Bulletin No. 221.

Tablet Inspection Machine

A machine for the inspection of tablets has recently been developed by The Lakso Company.

The machine consists of two hoppers alternating in their operation giving a continuous flow of tablets, these hoppers being so constructed so as not to bruise even the most friable tablet and give a uniform predetermined flow of material. The material is leveled off onto a conveyor belt moving to the right for the inspection of one side of the tablet, then is conveyed to the left side of the machine during which time the tablets are turned over for reverse side inspection and then dropped into a receiving container.



The picking up of rejects, chips, etc., is accomplished by means of a vacuum nozzle. These nozzles connect to the vacuum unit shown in front of the machine. This accumulator also gathers the dust and fine chips as the tablets flow over the grill placed between the hoppers and the conveyor. Speed is variable from two and one half to five pounds per pounds and can go to further extremes in either direction by the substitution of pulleys. Further information can be had by writing to The Lakso Company, P. O. Box 257, Fitchburg, Mass.

New Magnetic Screen Trap

The Cooney Valve and Screen Co., have announced a new screen trap of unique construction, incorporating a special mesh screen and a powerful Eriez Alnico permanent magnet built into a single, compact unit.

It should be of special interest to mechanical, chemical or food product engineers, superintendents and millwrights, who have the serious problem of removal of ferrous and non-ferrous particles from lubricating oils, fuel oils, hydraulic systems, cutting oil coolants, foods and medicinal supplies.

The body of the trap is made of bronze, brass or aluminum. The screen is without braces, which offers an unobstructed filtering area. It is a unit separable from the screw cap to facilitate, cleaning or renewal of wire mesh. The screen trap and the magnet, when placed in liquid, vapor, gas or air line, stops all abrasive material both magnetic and non-magnetic. Full particulars may be had by writing the Cooney Valve and Screen Co., 2-D P. O. Box 1358, Erie, Pa.

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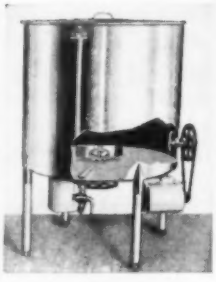

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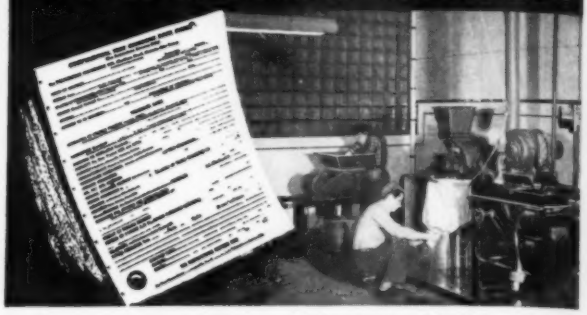

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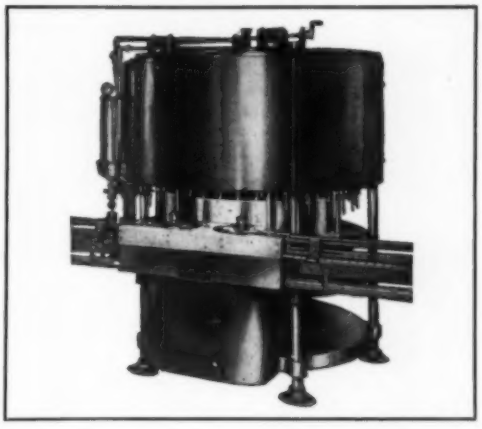

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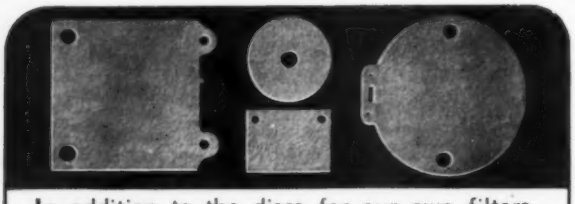

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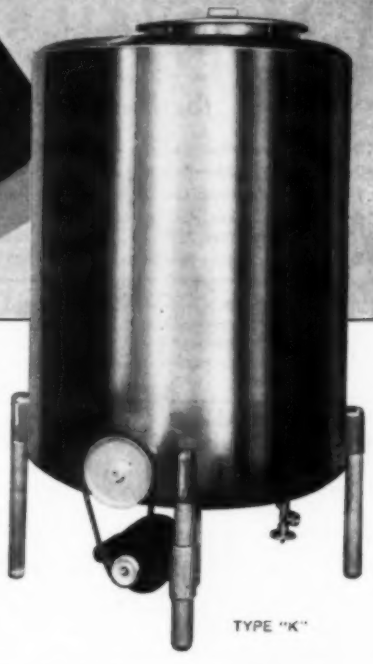
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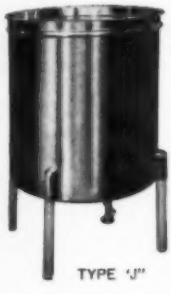
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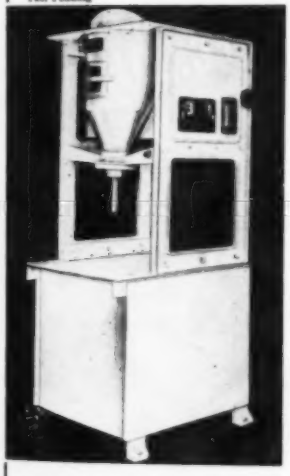

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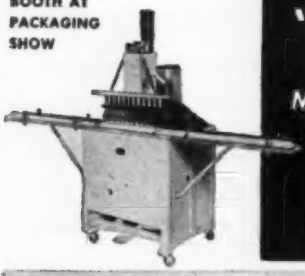

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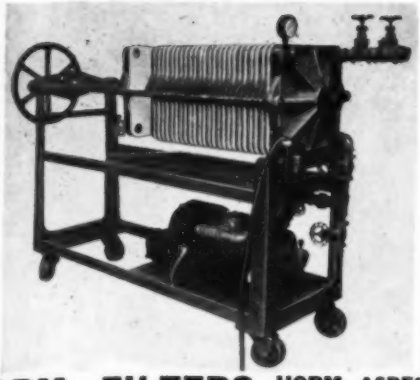

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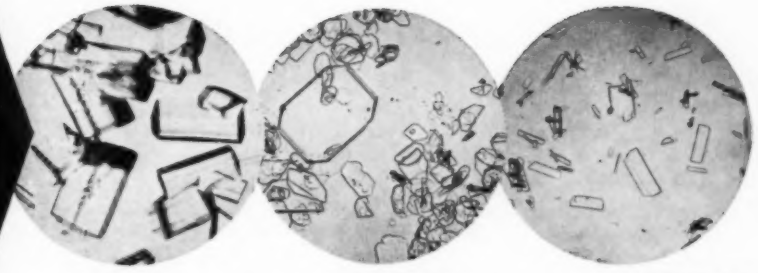

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This Spermaceti should not be confused with inferior hydrogenated sperm oils which are sometimes offered as Spermaceti The Plymouth Brand is the finest which can be produced and is produced from Genuine Sperm Oil by the cold pressing method. It is a very white crystalline wax containing no free oil, has a very low Iodine number and is free of any offensive odors.

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ADVANCING THERAPY

Fluorine Mixtures and Dental Caries

Because it would require many years to test by clinical methods the effectiveness of fluoride mixtures for preventing dental caries, B. G. Bibby (*J. Am. Dent. Asso.* 34:26, 1947) feels that the advantages of a laboratory approach to the problem is obvious. In his examination of the solubility-reducing effects on enamel and dentia of various fluoride mixtures, the method used was essentially that described by Volker in 1943. Preliminary tests using 1.0, 0.1, 0.01, and 0.001 per cent solutions of sodium, potassium and ammonium fluorides showed that the sodium and potassium salts were equally effective in reducing enamel and dentia solubility and that ammonium fluoride was at least equally as active. The solubility reductions produced by the 0.01 per cent solutions were not materially less than those given by the 0.1 per cent solutions.

To determine whether there would be any advantages in combining fluorides with reagents of the types used in dentifrices, mouthwashes or prophylactic mixtures, sufficient sodium fluoride to make a 0.1 per cent solution was added to filtrates of slurries of twelve commercial tooth pastes, two liquid dentifrices, one tooth powder, two experimental tooth powders compounded in the laboratory, a mixture of pumice and peroxide, such as is used for carrying out oral prophylaxes, and various dentifrice constituents such as calcium phosphate, sodium carbonate, calcium carbonate, magnesium carbonate, di-calcium phosphate and talc. These mixtures and controls of fluoride-free filtrates were then used to carry out enamel solubility tests. The fluoride-containing mixtures reduced the solubility by from 8 to 30 per cent below that of untreated enamel. These values were almost all less than that given by aqueous 0.1 per cent sodium fluoride solution (30 per cent) except in two instances in which the fluoride-free dentifrice mixtures also reduced enamel solubility. Low values were given by the carbonate and phosphate mixtures. The most interesting finding was that the mixture of sodium fluoride and hydrogen peroxide reduced enamel solubility by approximately 60 per cent. These results led to the conclusion that fluorides still exert some solubility-reducing effect on the teeth when mixed with dentifrice constituents but that in most instances such mixtures were less active than were ordinary aqueous solutions of sodium fluoride. The marked reduction of solubility produced by the sodium fluoride and hydrogen peroxide mixture was sufficiently striking to justify a study of the possible reactions involved in it.

Following this trail led to the possibility that increased effectiveness of the fluoride-peroxide mixture was related to the acidity of commercial hydrogen peroxide. This was easily confirmed by testing the effects of acidulated fluoride solutions. The results of such tests demonstrated that fluoride solutions bring about more marked reduction of enamel and dentia solubility (e.g. are more effective) when they are buffered to a pH of 4 or below.

Powder for Fungus Infections

The successful use of a new combination for the treatment of dermatological fungus infections, particularly "athletes' foot," is described by D. T. Prehu in the *Urologic and Cutaneous Review* for July 1946. The mixture, which forms a white sticky powder that is applied by inunction rather than as a dusting powder, is made from:

Salicylic Acid	**5.0**
Menthol	**5.0**
Camphor	**10.0**
Boric Acid	**40.0**
Talcum	**40.0**

Make a eutectic mixture of the salicylic acid, menthol, and camphor. Add the mixed powders to this mixture by trituration. Then rub through a fine mesh sieve. It should be kept in air tight containers wrapped in waxed paper. Before applying, the white sodden masses between the toes should be removed and the area dried thoroughly. This powder, diluted with an equal amount of talc was also found to be effective in the treatment of many cases of pruritis ani.

Penicillin Chewing Gum

Following the description by D. C. Dobbs of the Baltimore College of Dentistry of the use of penicillin chewing gum in the treatment of Vincent's infection, C. F. McIntosh and P. W. Perryman (*Pharm. J.* 157:354, 1946) decided to try such a product in this and other conditions. At first a chewing gum was prepared of hard paraffin and soft paraffin, and the penicillin was incorporated into this base. After encouraging results with the paraffin preparation they obtained a sample of ordinary chewing gum, without sugar coating, and added penicillin to this. A quantity of 1.8 m. of gum per pellet has been found to be the most satisfactory amount.

The method of preparation is as follows: A mass sufficient for 20 pieces is warmed in an enamel dish on a water-bath. At about 40° C. the gum becomes soft. In this condition it is added to 200,000 units of calcium penicillin dry powder in a sterile mortar. The penicillin is rubbed into the chewing gum mass with the pestle, and, when thoroughly incorporated, the mass is transferred to a pill machine and rolled as for 20 pills. The roll is then cut into 20 pieces with the cutter.

Studies have shown that the penicillin activity is well maintained in this base, being still appreciable after several hours' chewing. After having successful results in the treatment of Vincent's infection of the gums, these workers have used the penicillin chewing gum instead of lozenges in the following conditions: Streptococcal tonsillitis, subacute laryngitis, pharyngitis, routine post-tonsillectomy of chronic septic tonsils. The patient is instructed to chew each piece of gum for four hours, a day's supply being three pieces.

Nicotinic Acid for Pencillin Urticaria

Within the past two years, the medical literature has contained many articles relating to allergic reactions from the administration of penicillin. When such reactions were first encountered, says W. C. Service (*Ann. Allergy*. 4:397, 1946), attempts to alleviate the symptoms,

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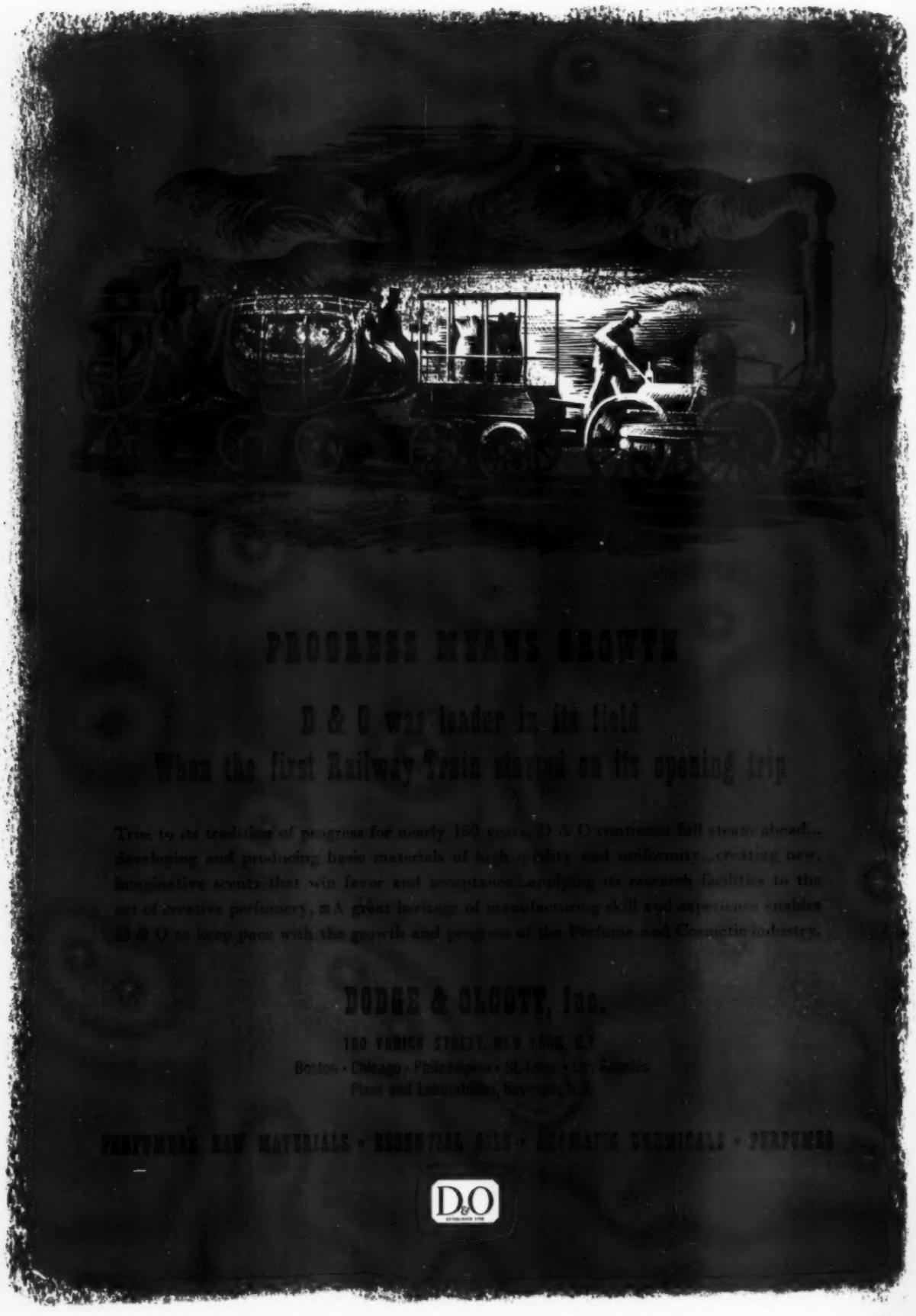
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urticaria being the most frequent, by the use of commonly accepted drugs were not highly encouraging. In an attempt to secure prompt and lasting relief, intravenous nicotinic acid was used. In the 41 cases so treated, 35 mg. of nicotinic acid dissolved in 10cc. of water was injected very slowly. When about 3 to 4 cc. have been injected, the patient feels a flush, which lasts a few minutes. When this flush subsides, the injection is continued.

Within a few hours, the itching begins to subside. This is followed by a decrease in the urticaria and edema, and within twenty-four hours the patients are free of the greater part of their allergic manifestations. In only four cases in this series has it been necessary to give a second injection the following day.

New Data on Caffeine Action

Experiments on rats made by G. Bachmann and his associates, reported in detail in the *Journal of Nutrition* for September 10, 1946, may help to dispel certain old views concerning the drinking of caffeine-containing beverages, particularly with regard to their effects on the stunting of growth and reduction of reproductive ability. In this investigation rats, from the time they were weaned, drank a sweetened beverage containing caffeine as their only source of fluid. A control group of rats drank tap water only. The amount of caffeine the rats consumed daily would be equivalent to about 34 cups of strong coffee or tea. The rats on the caffeine beverage grew at the same rate as those on tap water. Their reproductive capacity, judged by the number of litters and number of offspring, was not impaired. The sex glands of the males showed no changes except for those natural to the aging process.

Desoxycorticosterone in Ulcer Treatment

The possibility that desoxycorticosterone acetate may become a valuable addition to the armamentarium for treating duodenal ulcer is indicated by L. Gunther in a preliminary report in the *U. S. Naval Medical Bulletin* (46:1743, 1946). Six patients who initially showed a duodenal ulcer with a crater were given 10 mg. of desoxycorticosterone acetate intramuscularly every other day in addition to the basic Sippy routine. At the five-week recheck X-ray examination, four patients showed complete disappearance of the crater and in two cases, the x-ray description indicated greater than 90 per cent healing of the crater. In view of these observations, Gunther feels that such therapy warrants a further and extensive trial.

Studies on Cough Syrups

While syrups are commonly used as correctives for the disagreeable taste of medicines, there is probably no one group of drugs so consistently prescribed and dispensed in a syrupy vehicle as are expectorants and antitussives. Many drugs in this category could be prescribed as tablets, pills, capsules, etc., and any undesirable taste thus effectively dealt with; but they continue, for the most part, to be given in the form of a syrup. A good proportion of the syrups listed in the British and United States *Pharmacopoeias* contain drugs commonly held to be expectorant, while the number of non-official and patent cough syrups is legion. These considerations lead to the question of what, if any, are the pharmacological and therapeutic effects of syrups *per se* in the treatment of cough, and whether there is any justification for their continued use in cough medicines.

To answer these questions, E. M. Boyd (*Brit. Med. J.* 2:735, 1946) undertook a study of cough syrups. From the results of his experiments on animals and man, he feels that the following conclusions are indicated. First, the syrupy vehicle of a cough syrup exerts a short demulcent effect on the mucosa of the pharynx and upper respiratory tract, and if cough is due to irritation of this mucosa the syrup has an antitussive effect *per se*. Secondly, when the bulk of the volume of syrup enters the stomach it has little or no expectorant property in itself, in the sense that it does not increase the rate of output of soothing respiratory-tract fluid. Thirdly, effective expectorant drugs added to the syrup begin to exert an antitussive action, again in the sense that they increase the output of respiratory-tract fluid, at about the time that the local antitussive action of the syrup alone has begun to wear off. These experiments offer a logical explanation of the time-honored use of expectorants in a vehicle of syrup, producing a cough syrup, and at the same time justify the continued use of this form of prescribing and medication.

DDT Powder for Pediculosis Capitis

According to A. D. Kaiser (*Am. J. Public Health* 36:1133, 1946) pediculosis capitis in children may be one of the greatest causes of absenteeism in schools. To simplify treatment of this condition a preparation of DDT powder, consisting of 10 parts of DDT and 90 parts of inert powdered talc, was sprayed on the child's hair; a paper towel being placed over the eyes to prevent irritation. The head was kept covered until bedtime. In the morning the hair was combed with a fine comb to remove the dead lice and as many eggs as possible. On the seventh day another application of DDT powder is made, following a shampoo on the previous evening. At the end of the second week another application of DDT is made if needed.

Penicillin Plus Hemoglobin for Infections

Speaking before the American College of Surgeons, F. Jansey (through *Science News Letter* 51:18, 1947) reported that the use of hemoglobin makes penicillin more effective against stubborn infections in wounds and burns. The hemoglobin is obtained in the form of a sticky powder from blood or red blood cells discarded from blood and plasma banks. This is mixed with the penicillin and kept in the refrigerator until the surgeon needs it. The advantage of using the combination lies in the fact that the hemoglobin keeps a higher concentration of penicillin in the wound for a longer time than can be kept with any other method of giving penicillin. Since it comes from blood itself, the material is not irritating and does not cause any foreign-body reaction.

This method was first tried in two Army hospitals in England, during the war, in patients with infected wounds that had resisted every form of treatment, including penicillin injections. Laboratory studies indicated that the responsible organisms were the type influenced by penicillin therapy provided the antibiotic were present in sufficient concentration. Since this concentration could not be attained by injecting penicillin, the penicillin-hemoglobin combination was sprinkled into the wounds. Good results were obtained. Not advised for all types of wounds, the combination should be reserved for wound infections that do not respond to other treatments. Jansey hopes to explore the possibilities of giving the penicillin-hemoglobin mixture by injection.

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Compounder's Corner

Agar from Atlantic Coastal Seaweeds

Before the war, 90 per cent of America's agar supply was imported from Japan. However, according to *Federal Science Progress* (1:38, Feb. 1947) a new source of this material is available in seaweed found in Atlantic coastal waters. The extraction of agar from American seaweeds has long been known, and a small part of the nation's prewar requirements were supplied by the processing of California species. Research on the agar possibilities of Atlantic coast seaweeds was begun in 1942 by H. J. Humm and F. A. Wolf. They found that *Gracilaria confervoides*, called "red seaweed" by fishermen, would yield an agar as good as the Japanese for laboratory uses. Commercial production of agar from this seaweed began in 1943, and two processing firms are now operating in the Beaufort, N. C. area.

The "green seaweed" of the Beaufort tidewater area is also a possible agar source. This seaweed is found along the Atlantic coast, growing as far north as New England in shallow bays when they are sufficiently warmed by Gulf currents and the heat of summer sun. Pure extracts of the green seaweed will not gel in a solution of water as does red seaweed agar. However, it was found that, by adding a small amount of potassium chloride to a 1 per cent solution of seaweed extract, they could produce a stronger gel than with either the Japanese or the local red agar. The green seaweed is now also harvested by the Beaufort fishermen.

The seaweed is usually dried for 3 or 4 days on crude racks built along the shore. Better agar is produced from seaweed that has been allowed to dry in the sun, then wetted down by rain or hose and redried. The agar is extracted either in boiling water or under steam pressure in an autoclave. The process is simple, varying only slightly for different types of seaweed. Careful regulation of acidity is the only important adjustment to be made. The agar yield of *Gracilaria* is 25 to 45 percent of its dried weight, depending on the time of year and the method of drying. The yield of green seaweed varies from 50 to 60 percent of its dried weight. During the first season of commercial production at Beaufort 1,000 to 1,500 tons of seaweed were harvested, producing 150,000 to 200,000 pounds of dried seaweed with an agar content estimated at more than 60,000 pounds. Aside from its important role in the preparation of bacteriological culture media, agar has found other valuable medical uses. It is important in many laxatives and provides bulk in foods for reducing diets. It is employed in the treatment of goiter and in vermifuges. An agar base is used in many pharmaceutical preparations as well as in ointments, soaps, and creams. Agar is also extensively used to make impressions for dental plates.

Isopropyl Alcohol as a Pharmaceutical Solvent

Because of several advantages and lower cost as compared with ethyl alcohol, as well as the fact that it is finding increasing use in pharmaceutical practices, and in addition has been accepted for inclusion in the National Formulary, a study of the value of isopropyl alcohol as a menstruum and solvent in seventeen of the most important official preparations was undertaken by H. M. Burlage and D. B. Hawkins (J. Am. Pharm. Assoc., Scient. Ed. *35:379, 1946*). *In making these preparations it was found that the following made from isopropyl alcohol, filtered more rapidly than those prepared from ethanol: Camphorated Tincture of Opium, Elixir of Terpin Hydrate, Compound Tincture of Cardamom, and Elixir of Three Bromides; and much more rapidly: Aromatic Elixir and Elixir of Five Bromides. It was also observed that terpin hydrate dissolved very slowly in isopropyl alcohol and readily in ethanol: that phenobarbital was slightly less readily soluble in isopropyl alcohol than in ethyl alcohol.*

These workers reported that isopropyl alcohol compares favorably with ethanol in preparing Camphorated Tincture of Opium by maceration, and Tincture of Belladonna by percolation. In Tincture of Hyoscyamus, it proved to be a better solvent of the total alkaloids. In the case of the tincture of Nux Vomica, the tincture containing isopropyl alcohol showed less strychnine when assayed by the Pharmacopoeial method than that containing ethyl alcohol, but showed a higher strychnine content using the chromatographic method of assay. The alcohol is apparently an unsatisfactory solvent for the preparation of Tincture of Stramonium because of the low yield of alkaloids and the high yield of extractive.

It is noted that the odor of isopropyl alcohol is an objectionable one and is not easily masked; however, benzaldehyde seems to accomplish this quite effectively.

Booklet on Sugars in Pharmacy

People in the pharmaceutical industry will find much valuable information in the 53-page booklet, "Sugars and Sugar Derivatives in Pharmacy" by P. S. Pittenger. Concise yet comprehensive, this publication, one of a series of scientific reports on sugars, includes a chapter on the many uses of sucrose in pharmacy. Also discussed in some detail are the applications of lactose, lactic acid, dextrose, liquid glucose, caramel, citric acid, mannitol and sorbitol, levulose, malt, malt extract, maltose, molasses and alcohol. A list of official and semi-official pharmaceutical products containing sugar or sugar derivatives is provided in the text, as well as an indicative bibliography. Copies of this report, as well as other scientific studies, are available from The Sugar Research Foundation, 52 Wall Street, New York 5, N. Y.

Benzoin Tincture in Ointments

Writing in Archives of Dermatology and Syphilology (*54:714, 1946*), *J. G. Downing and M. J. Stoklosa point out that the value of compound tincture of benzoin as a healing agent in the treatment of indolent ulcers, bedsores, cracked nipples and fissures of the lips, the fingers and the toes has long been recognized by physicians. Although useful in many*

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conditions if the skin is intact, local application of the undiluted tincture to broken tissues produces considerable irritation because of the high alcoholic content of the pharmacopoeial tincture. Hence ointments containing compound tincture of benzoin have gained popularity in the treatment of many conditions which do not permit the application of the official tincture per se. However, the full possibilities of these preparations have not been realized, because only relatively small quantities of the tincture are ordinarily prescribed in them, owing to the inability of most ointment bases to absorb and retain appreciable amounts of liquids.

The following formula indicates the extent to which the amount of the tincture may be increased by use of the procedure outlined in the following paragraph. It has been found to be of value in treatment of the dry, fissured eruption of the fingers of workers in industry who have continued to work while under treatment.

Compound tincture of benzoin ..... **30.0 cc.**
Zinc oxide ointment ..... **30.0 Gm.**

Evaporate the compound tincture of benzoin on a water bath to the consistency of a soft extract and incorporate, while still hot, with the zinc oxide ointment.

Influence of Polyols on Emulsions

In a paper delivered at the winter meeting of the Scientific Section of the Toilet Goods Association and subsequently published in the *Proceedings* (No. 6, Dec. 5, 1946 p. 20), O. C. Cessna, E. O. Ohlmann and L. S. Roehm cite evidence which indicates that polyols (e.g. glycerine, propylene glycol, and sorbitol) decrease the surface tension of water and interfacial tension between oils and water and in this way assist in the formation of certain types of emulsions. This effect is probably due to the tendency toward mutual solubility and the alignment of the polyol molecules at the interface.

On the basis of such observations, as well as the results of their own experiments, which are cited in some detail in the report, it appears to these workers that glycerine promotes the formation of oil-in-water emulsions, while propylene glycol favors water-in-oil emulsions, and their use in the wrong type of emulsion promotes instability of inversion. Sorbitol is apparently between the two and may trend toward the performance of either one, depending on the conditions and the emulsifier. The three polyols considered undoubtedly affect the fundamental emulsion properties in different manners, since glycerine and propyiene glycol appear to have opposite effects in emulsions of the same type. The difference in evaporation rate of emulsions is traceable to these properties which also control other qualities of the emulsion when polyols are used as additives.

T. G. A. Standards for Stearic Acid

The Board of Standards of the Toilet Goods Association has issued Specification No. 20, covering stearic acid-double pressed grade, and Specification No. 21, for stearic acid-triple pressed grade. Stearic acid is defined in these specifications as a white or faintly yellowish white solid consisting chiefly of stearic and palmitic acids. The Board suggests that all purchasers of stearic acid use the following standards as minimum specifications. The methods referred to below will be found in Official and Tentative Methods of the American Oil Chemists' Society, 2nd edition (1946).

STEARIC ACID-DOUBLE PRESSED GRADE

Odor	**Must be acceptable to buyer**	**Method**
Color	**yellow 3 maximum red 1 maximum**	**Method No. Cc 13b-45**
Titer	**53.5° to 54.5°C**	**Method No. Cc 12-41**
Iodine Value	**7 maximum**	**Method No. Cd 1-25**
Saponification Value	**207 to 212**	**Method No. Cd 3-25**
Acid Number	**Not more than 5 less than the saponification value determined. (For example: if the saponification value found is 210, then the acid number may not be less than 205 for that sample.)**	**Method No. Ca 5-40**

STEARIC ACID-TRIPLE PRESSED GRADE

Odor	**Must be acceptable to buyer**	
Color	**yellow 2 maximum red 0.5 maximum**	**Method No. Cc 13b-45.**
Titer	**54.5° to 55.5°C.**	**Method No. Cc 12-41**
Iodine Value	**3 maximum**	**Method No. Cd 1-25**
Saponification Value	**207 to 212**	**Method No. Cd 3-25**
Acid Number	**Not more than 5 less than the saponification value determined. (For example: if the saponification value found is 210, then the acid number may not be less than 205 for that sample.)**	**Method No. Ca 5-40**

Materials	Range of Magnification	Objectives	Highest Oculars Visual Work Achro. Obj.	Apo. Obj.	Suggested Mounting Media
		32 mm	10x	15x	Air n = 1.00
Talc	50 to 600	16 mm	10x	15x	Methylene
		8 mm	10x	15x	Iodide n = 1.74
Face Powder		4 mm	10x	15x	Hyrax n = 1.76
Zinc Oxide,		4 mm	10x	15x	Air n = 1.00
Titanium	400 to 1800	2 mm	10x	15x	Ethylene
Dioxide		1.5 mm	10x	15x	Glycol n = 1.41
Cosmetic	400 to 1350	4 mm	10x	15x	Air n = 1.00
Red Oxide		2 mm	10x	15x	Liquid n = 1.515
Kaolin,		4 mm	10x	15x	Air n = 1.00
Calcium	400 to 1350	2 mm	10x	15x	Liquid n = 1.80
Carbonate					Selenium Monobromids n = 2.05
Emulsions	150 to 900	16 mm	10x	15x	None Required
		8 mm	10x	15x	
		4 mm	10x	15x	
		3 mm	10x	15x	

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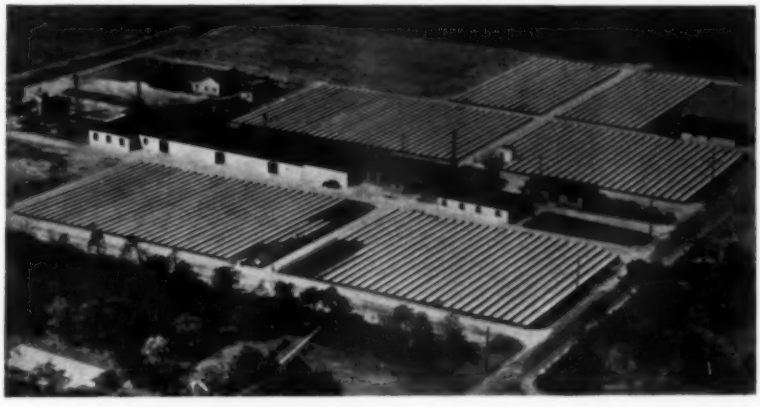

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Importance of Dependable Perfume Compounds

All successful perfume houses, large or small, are uses of compounds, sometimes buying the completed scent or blending their own odor with a combination of several compounds. Every large compound manufacturer has his own specialties which he has developed by long and careful research. This research is continually going on. This helps to explain why duplications of certain types of odors are very difficult and rarely approximate the original.

Anyone can make a compound by simply mixing several essential oils and aromatics, but few realize the technic involved to produce an outstanding compound. A skilled perfumer knows that certain materials are incompatible and should not be used together. Without such knowledge, the compound, on standing, might react to produce an unpleasant note not formerly present. This would be disastrous to a cosmetic house that had just introduced a line of toilet waters to the trade. Discoloration is another important consideration. Even the expert cannot predict how a compound will effect creams, powders or perfumes until he had made extensive tests. For example, one eugenol may discolor while another may not. This may be explained by the fact that the process employed by one producer may differ from that of another or the same manufacturer may be forced to change his process because of raw material shortages. Such differences are brought to light only by careful tests.

Another important consideration is the fact that good perfumers are rare individuals and demand high salaries for their services. The buyer of compounds avoids the expense of these services and places the responsibility of making new items and of avoiding discoloration and incompatibility in the hands of the compound manufacturer. Dependence on a reliable, well-established manufacturer also obviates the need for the compound buyer to carry large inventories of essential oils or to purchase these materials at current high prices. Large stocks of raw materials, involving millions of dollars, were purchased by compound manufacturers before the war at a time where price factors were far more favorable. Use of these materials in compounding has resulted in considerable savings to the buyer. Had the compound buyer been required to forecast market conditions and make investments accordingly, his money would have been tied up in essential oils instead of being put to better use in the promotion of his business.

The main question raised by compound buyers is the status of the formula in the event that the compound manufacturer should go out of business. This problem can be handled in several ways. For example, there can be an agreement whereby the formula becomes the property of the buyer in case of failure or similar reasons. If desired, the formula can be placed in escrow available to the buyer should an unforeseen circumstance arise. However, if the purchaser is buying from an established firm of good reputation there is very little likelihood of such an occurrence. Leading perfume houses have never found it necessary to go to such extremes and have not had occasion to demand such arrangements.

Oil Fixatives

Confronted with the problem of fixing oils in perfumes without using such fixatives as ambergris, civet, or any of the genuine or better quality synthetic musks, one investigator (*Perf. & Essent. Oil Rec.* 37:309, 1946) has come to the conclusion that without such agents really satisfactory results are not obtainable. However, his studies have yielded some practical information. For example, he has found that the use of diethyl phthalate in perfumes as a denaturant of the spirit has a greater fixing power than is commonly supposed. Compounders would be well advised not to think of this ester in terms of the least possible amount they can get away with. In making up a perfume consisting of essential oils, diethyl phthalate, water and spirit, it is good to mix the oils and phthalate together and allow them to remain for a day before the remaining ingredients are added. Then when water is added to this mixture followed by spirit an emulsion is formed which remains stable until cleared by the completion of the total amount of spirit.

He cites the utilization of one essential oil to fix another, when several are used in combination. Opinions differ over the efficacy of this method and the writer believes that the fixation thus affected is so slight as to be almost useless. In the case of lavender, however, a certain amount of fixation is attained by the judicial use of oil of spike with the flower oil in certain proportions. Finally there is musk xylol, a synthetic crystalline compound which darkens on exposure to the ultra-violet rays of light. This compound will dissolve readily enough in essential oils on warming and does not precipitate on the addition of diethyl phthalate. Its near odorlessness has little or no effect on the basic fragrance of the oils and it certainly has fixative properties. Its main drawback is that the perfume tends to darken with age, and may develop a reddish tinge after a few weeks.

Caustic Fusion of Vanillin

Because of the confusing data presented by previous investigators, together with a desire to obtain protocatechuic acid in good yields, led I. A. Pearl (*J. Am. Chem. Soc.* 68:2180, 1946) to a study of the caustic fusion of vanillin under controlled conditions. Addition of vanillin to well-stirred fusions of 2.5 parts by weight of potassium hydroxide at temperatures between 140 and 240° resulted in the liberation of hydrogen and the almost quantitative transformation of vanillin to vanillic acid with no trace of protocatechuic acid. Subsequent raising of the temperature above 245° caused reaction to set in, resulting in complete demethylation of the vanillic acid to yield protocatechuic acid in almost quantitative yields. The same results were obtained when vanillin was added to the fused caustic at temperatures above 245°. The critical temperature of 245° for the demethylation of vanillic acid was found to vary somewhat with the alkali-vanillin ratio; higher alkali ratios gave slightly lower demethylation temperatures. The nature of the fusion vessel had no effect upon the course of the reaction—iron, nickel and Duriron gave equally good results. Sodium hydroxide could be substituted for potassium hydroxide with no change in critical de-

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methylation temperature, but with slightly lower yields. The fact that sodium hydroxide does not liquefy as readily as potassium hydroxide probably accounted for the lower yields with sodium hydroxide, inasmuch as mixed alkalies which fused readily at low temperatures yielded results comparable with potassium hydroxide alone. Thus, concludes Pearl, the caustic fusion of vanillin affords a simple process for the large scale production of either vanillic or protocatechuic acid.

Russian Synthesis of Coumarin

In Russian patent 65,174 (through *Chem. Abstr.* 40:7237, 1946), L. Y. Bryusova describes a method for preparing coumarin. In his process, a mixture of salicylaldehyde and acetic anhydride is heated to 190° C. The acetic acid thus formed is driven off. Acetic anhydride is added to the reaction mixture several times, and the reaction is continued until the temperature reaches 200° to 210° C. Coumarin is separated from the reaction product by the usual methods in 70 to 75 per cent yield.

Granada Mace and Nutmeg

As remarked by C. H. Whitaker in a report in the November 23, 1946 issue of *Foreign Commerce Weekly*, Grenada might well be called the "Nutmeg Isle," because this small British West Indian island is today the world's leading producer of this spice. Before the war, the Netherlands East Indian islands, Banda and Celebes, were the source of the bulk of nutmeg supply, but the Japanese occupation stopped that trade. The United States is the principal market for nutmegs and has taken five-sevenths of the Grenada crop during the last few years. In the years immediately preceding and including 1939 Grenada produced about one-sixth of the world's supply of nutmegs, and it is now reported to be the source of about 40 percent of the world's output of that product. Grenada will probably continue to supply a substantial proportion of the nutmeg requirements of the United States even when other producing areas are in a position to resume their nutmeg trade.

The fruit of the nutmeg tree (*Myristica fragrans*) is bright yellow and plum-like. Upon ripening, it splits across the bottom, revealing a shiny dark-brown nut with a bright crimson lace-like netting about it. This reddish covering is the mace. In a few days the yellow fruit opens wide enough to let the nutmeg fall to the ground. Mace is removed from the nutmeg shell as soon as it reaches the drying house. The pieces are flattened and spread on large trays to dry in the sunshine for about a week. When thoroughly dried the mace, now reddish brown and brittle, is packed away in large, tightly sealed bins. When the mace turns to a deep yellow it is removed from the storage bins, sorted and graded, and packed for shipment.

In Grenada, nutmegs are dried in shallow trays under cover. After a few weeks of curing, the dried nuts are shoveled into bags and stored in a well-ventilated place to await shipment. In this stage the nutmeg as known to the American housewife is covered by a shiny dark-brown shell approximately a quarter of an inch longer and wider than the nut itself.

All nutmegs imported into the United States are carefully inspected by the Pure Food and Drug Administration. The sound nuts are admitted for food, but defective nuts are admitted only as "grinders" for use in the distillation of nutmeg oil. In 1933 the tolerance of defectives included in sound nutmegs allowed for shipments to the United States was reduced from 20 percent to 15 percent, and in July 1936 it was again lowered to 10 percent at which figure it now stands.

Nutmeg oil is a colorless, pungent substance with about the same viscosity as water. It is used in the United States as a stabilizer for perfumes, also in the manufacture of commercial perfumes and in the perfuming of toilet soaps.

As nutmegs are available during the entire year, the oil is distilled at all seasons from both the shells and defective nuts. At the present time there is only one still on the island which is used to make nutmeg oil, although production could be increased by using rum stills or importing other stills. It is likely that more nutmeg oil will be distilled locally in the near future. This would allow utilization of nutmeg shell which is now a waste product.

Suggestions on Eugenols

Acet eugenol is a new product that we do not believe many of the perfumers have examined. In these days when new notes are required, especially in Carnation type odors, this product will convey an unusual characteristic of spicy type composition.

Benzyl iso eugenol is also an excellent fixative in this regard and although it does not seem to have much odor alone, in combination with other materials, it conveys a very soft spicy character to the compound.

Methyl eugenol and methyl iso eugenol are standard products which have been used a long while, but of late they have not received the attention due them where new compositions are concerned. Methyl eugenol imparts a green spicy note, whereas methyl iso eugenol conveys more of a mock orange and wisteria type of character.

Inexpensive Bay Rum

A formula for a cheaply produced bay rum, as given in *The Chemist and Druggist* (157:99, 1947), calls for the use of:

Oil of bay	**1 oz.**
Borax	**1 dr.**
Oil of cinnamon	**2 dr.**
Oil of clove	**20 min.**
Oil of lemon	**2 dr.**
Alcohol	**20 oz.**
Water, to make	**1 gal.**
Talc	**4 oz.**

Rub the oils with the talc in a mortar until they are thoroughly mixed, then add the borax. Add the alcohol and transfer to a bottle. Rinse out the mortar with a little of the water and add to the alcohol-oil mixture. Shake thoroughly and add water to make one gallon. Allow to stand twenty-four hours with frequent shaking, and filter.

Jasmine Floral Oil

According to a note in *The Pharmaceutical Journal* (158:7, 1947) cultivation of *Jasminum grandiflorum* in France occurs chiefly in the district of Grasse, on an estimated area of 200 hectares (4940 acres). The estimated average yield per hectare is 3000 kg. (2677 lb. per acre). Wild species, found in the Maritime Alps, are used to a limited extent for grafting. At present an increase in output of the cultivated variety of jasmine is hindered by the lack of jasmine slips. Numerous plantations, abandoned during the war, must now be rehabilitated. Extensive collection of jasmine flowers has also been prevented by the lack of labor. Much work of harvesting was done in pre-war days by migratory seasonal workers, mostly women from Italy, but since they have been forbidden to enter France the labor supply is insufficient. Extraction of the floral oil was formerly obtained through enfleurage, employing purified fats. This process was abandoned during the war in favor of the volatile solvent process which produces the concrete form.

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Patent Thoughts and Trends

By THOMAS CIFELLI, Jr., Patent Attorney

Imra Patent Wins Over Sleek and Nair in Court

It looks as if the lack of tin for tubes is not the only thing which will keep those who may have ideas of participating in the mercaptan-containing depilatories market out of this field for some time. The sad (for them) news is that Federal District Court Judge Coleman recently held in Maryland that SLEEK and NAIR infringe some of the claims of U.S. Patent 2,352,524, issued on an invention of Ralph L. Evans and Everett C. McDonough.

While it is possible that the decision, which is reported at 72 U.S. Patents Quarterly 211, may be reversed on appeal (it is understood that an appeal will be taken) and while the decision of the Maryland court does not mean that other federal courts necessarily will hold the same way, nevertheless the Maryland case at the moment is "the law". Because of the importance of the subject to our industry it is believed desirable to examine Judge Coleman's decision and study it in some detail. In addition to a rather extensive treatment of the prior art the decision also contains information of general interest to the cosmetics industry.

Sales Affiliates, Inc., (which is probably an affiliate of Evans Chemetics), the owner of U.S. Patent 2,352,524, sued Hutzler Brothers Co. who sold SLEEK, made by Elizabeth Arden, Inc. Carter Products, who made and sold NAIR, were also sued. The cases were tried together and Judge Coleman's decision applies to both. From the decision it appears that Schering Corporation has an exclusive license under the patent for making and selling IMRA. Schering was, however, denied permission to intervene and become a party to the suits here because of a legal technicality.

Upon examining the patent in suit it appears that Evans and McDonough asserted that they were the first to provide a chemical depilatory combining *all* of the following characteristics:

(1) absence of objectionable odor;
(2) non-irritation and harmlessness to human skin; and
(3) quickly and completely effective in depilating action.

On the other hand, the patentees asserted that prior depilatories (which contained one or more alkali or alkaline earth sulfides or H_2S) gave off the well-known rotten egg odor. These depilatories resisted efforts to mask the odor effectively by the use of perfumes and gaseous absorbents, like clay and charcoal. It was known that though you could reduce the odor by making the depilatory more alkaline, this was undesirable as the resulting product caused considerable irritation to the skin. Oxidizing the sulfides was no solution to the problem because though you thereby destroyed the bad odor, you also destroyed the effectiveness of the product as a depilatory. Other weakness of the sulfide depilatories, according to the patent, are their unattractive greenish cast, the toxicity of H_2S, the tarnishing of metals caused by the escape of H_2S, and the fact that the bad odor of H_2S sticks to fabrics and rugs in rooms where the sulfide depilatories are used.

Evans and McDonough's depilatories are claimed to have none of the above disadvantages. They are white; delicate perfumes may be used; and they do the intended job in five to ten minutes. The essence of the invention by which the inventors obtain their results is their finding that if one of the hydrogen atoms in H_2S is substituted by an alkyl or aryl radical which contains "polar" groups depilating effectiveness and freedom from objectionable odor result. The "polar" groups are defined as groups which ionize in solution and may be acid-acting groups such as -COOH (as in mercapto acetic acid, also called thioglycolic-acid), or basic-acting groups such as $-NH_2$ (as in beta-aminoethyl mercaptan).

Also stated to be effective, though not as desirable as the foregoing, are substituted mercaptans containing groups such as OH, ether, ketone and aldehyde, which as far as this patent is concerned are apparently not considered "polar" groups. To get the depilating benefit of the -SH group without objectionable odor with such materials the patent suggests the use of more than one OH, etc. group. If the mercaptan merely has an aryl or alkyl group substituted for one of the H's in H_2S, as in benzyl or ethyl mercaptan, the patent says that the odor is still bad.

The patentees advanced the theory that a probable reason for the effectiveness of materials containing "polar" groups is that such groups "possess a large stray electric field, which results in holding about the mercaptan molecule a number of water molecules as a loose hydration, tending thus to prevent vaporization and odor."

Evans and McDonough point out the importance of controlling the alkalinity of depilatories made in accordance with their invention. They state that the pH should preferably be less than 9 and no greater than 12.5. Below 9, depilating action is too slow; above 12.5 skin damage becomes increasingly more pronounced and skin irritation more severe.

The only issue in the cases was whether the Evans and McDonough patent was valid. In other words, the defendants did not contend that the claims in the suit did not cover SLEEK or NAIR; they simply took the position that since the claims in suit were invalid the defendants were not liable, even though their products might come under the patent claims.

In unsuccessfully presenting their position the defendants cited a number of prior patents and publications, which they contended invalidated the patent in suit. Judge Coleman examined each of these references carefully and his opinion shows he understood the technical issues involved as well as the patent questions. No attempt will be made to go into detail here regarding the prior art, except as regards the principal reference, *Turley et al*, U.S. Patent 1,973,130. The other references were:

McKee et al, U.S. 1,899,707—use alkali stannites.

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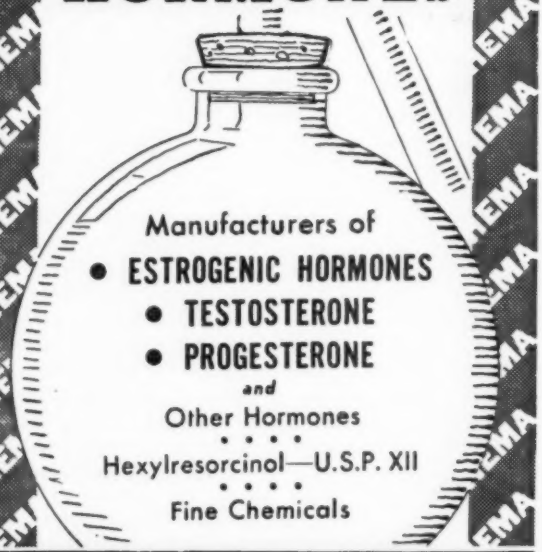

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Stoddard et al, U.S. 2,123,214—use alkali silicates as stabilizers for stannites.

Donner, U.S. 1,379,855—uses sulfides.

Fletcher, French Patent 824,804—this reference was overcome by Evans and McDonough by showing they made their invention before the effective date of the French patent.

Merrill—Effect of Sulfides on Alkaline Hydrolysis of Skin and Hair, September 1924.

Goddard et al—A Study of Keratin, May, 1934.

Judge Coleman Finds "Flash of Genius"

It appears that Turley et al showed that mercaptans in general could be used to unhair hides or skins. They did not classify mercaptans as has Evans and McDonough, who out of all the possible mercaptans found that only the "substituted mercaptans, especially when in polar groups, are chemicals that can be adapted to the depilatory art, where the commercial requirements are totally different from those of the unhairing art". Judge Coleman then stated that "In this they displayed what the Supreme Court termed 'the flash of creative genius'."

In coming to this conclusion, the Judge adopted the arguments of Evans and McDonough on the pertinence of the Turley et al patent. They had contended that the Turley et al patent bears such a remote relation to the subject that there is no ground for saying that Turley et al anticipated the Evans and McDonough claims. The reasons advanced in support of this position follow:

(1) Turley et al deal with the unhairing of dead, dried leather-making hides; while Evans and McDonough deal with the cosmetic depilation of living, human skin.

(2) In unhairing, the hair is saved and the epidermis is destroyed, which obviously is not the case in cosmetic depilation.

(3) In unhairing, the entire flayed hide is wholly immeresd in a liquid bath for several hours or even days. In cosmetic depilation, small areas of the living, human skin are lightly coated for five to fifteen minutes with a fragrant cream, which is then wiped off.

(4) In unhairing, the liquid solution is always applied to and soaks through the derma from the flesh side, and usually, through immersion, is applied to both flesh and the outer or hair sides simultaneously. In cosmetic depilation, the preparation must be applied on the hair side only and it never penetrates into or below the epidermal layer.

(5) Odor is unimportant in unhairing, as is also the optimum of alkalinity from the aspect of irritation of the skin. In cosmetic depilation, both pleasant odor and optimum alkalinity to avoid irritation are important.

Commercial Success of Imra

Of general interest are statements concerning the commercial success of IMRA, as gleaned from Judge Coleman's opinion. It appears that gross sales rose appreciably in the first six years, reaching $250,000 in 1946, a total of more than 1¼ million dollars for the six year period. Actually, these figures do not seem to represent the true picture as the war and shortages doubtless adversely affected sales during the period covered by these figures. The ratio of complaints were negligible. Further, IMRA is said to enjoy more favorable product liability insurance rates than those granted its competitors. "In short, it has been definitely proved that IMRA caters, with increasing success, to a new and somewhat more fastidious market,—to those who had refused to buy the sulfide depilatories."

In conclusion, Judge Coleman held that four of the six claims in suit were valid and infringed by SLEEK and NAIR. Two other claims were held invalid because, in Judge Coleman's opinion, they included simple mercaptans or salts thereof which by express statements in the specification were said to be ineffective.

And so, round one of the legal battle on the Evans and McDonough patent, U.S. 2,352,524, ended in a substantial victory for the patentees. Whether this victory will stand on appeal, if one is taken, or whether other suits may be brought in other jurisdictions in the future (a case against Elizabeth Arden is understood to be pending at this time) under this patent, will terminate in similar manner only time will tell. In the meantime, any one entertaining ideas of infringing the patent does so seemingly at his peril. Of course, one may try to obtain a license under the patent if he wishes to enter this field.

This may be untirely possible as there is a rather interesting situation that exists here. It is understood that Schering Corporation's exclusive license applies to the use of thioglycolic acid and its derivatives and gives Schering the right to sublicense. As to the rest of the matter covered by the patent claims, Schering's license is understood to be non-exclusive. Since Schering is known in other cases to have followed a policy of granting licenses under patents it controls, it may well be that it will look with favor upon any applications which may be made to it for a sub-license under the Evans & McDonough patent.

Recent Patents

U. S. 2,411,636—**(Hoffmann-La Roche)—Stable ferrous sulfate (for oral use).**

U. S. 2,411,661—**(Geigy)—Sulfonamides.**

U. S. 2,413,833-5—**(Monsanto)—Substituted 4,4'-Diaminodiphenyl Sulfones.**

U. S. 2,414,015—**(American Cyanamid)—Sulfosuccinate esters of p-tertiary butylcyclohexanol. (Wetting, detergent and anti-fog agents.)**

U. S. 2,414,016—**American Cyanamid)—P-secondary butylcyclohexanol esters corresponding to 2,414,-015 esters.**

U. S. 2,414,119—**(C. G. Parker)—Vanillic acid from vanillin by treatment with hot aqueous alkaline solution with mercuric oxide.**

U. S. 2,414,303—**(Industrial Patents Corp.)—Cysteine from keratin.**

U. S. 2,414,385—**(Research Corp.)—Hydroxylation of unsaturated organic compounds containing an alcohol or ether group. For other Milas patents, see this journal, January 1947, page 109.**

U. S. 2,414,389—**(American Cyanamid)—Beta-alanine in one step from hydracrylic acid and ammonium hydroxide.**

U. S. 2,414,398—**(American Cyanamid)—Analgesic intermediates. Halogenated phenacyl-pyridines.**

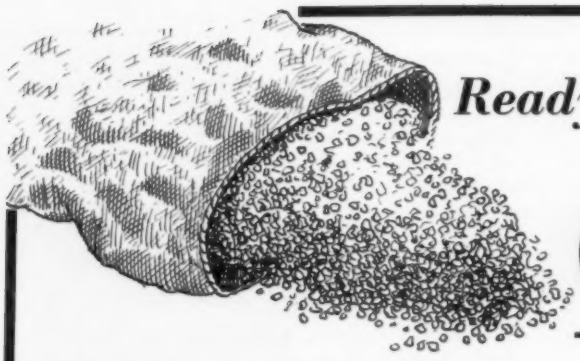
U. S. 2,414,403—**(American Cyanamid)—Sulfonamides preparation.**

U.S.2,414,458—**(Embree and Shantz)—Use mammalian livers (whale and lamb) as source of materials having vitamin A activity. Simple heating above 150°C. does trick. Cf. U. S. 2,410,575 (see this journal, January 1947, page 107).**

U. S. 2,414,561—**(Abbott Labs.)—Purification of Quinacrine hydrochloride (used in malaria).**

U. S. 2,414,682—**(Research Corp.)—Pantothenic acid preparation.**

U. S. 2,414,715—**(Dow)—3—Indole aldehyde is made from indole magnesium bromide instead of iodide.**



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Industry's Books

Trade Mark Record For Perfumes, Toilet Preparations, Soaps. Edited by John H. Graham, Patent and Trade Mark Consultant, 751 pp., The Drug & Cosmetic Industry, New York, $25.

The new Trade Mark Record takes the place of the old volume entitled "Trademarks for Perfumes, Toilet Preparations and Soaps," published by the Toilet Goods Association, Inc., in 1936, and the Supplement published in 1940. The new book includes all the active marks contained in the old one and brings both registered and unregistered marks up to date. Since the new Record is a compilation of all the trade-marks registered with the United States Patent Office for a period of over 50 years it will prove an invaluable reference work and check list for anyone wishing to file a new name for any product in class IV and VI of the Official Trade Mark Classification. There are over 35,000 trade-marks listed in this work for such varied products as soap preparations, perfumes, depilatories, manicure preparations, foot preparations, permanent wave supplies, hair preparations, men's toilet preparations, tooth and mouth preparations, etc. In addition to manufacturers of the above type of products, patent attorneys, advertising agencies, libraries, and consumer magazines, will find the Record invaluable—a saver of time and expense in research and checking. The book is alphabetically arranged by trade-mark name and gives, in addition to the mark, the product, its owner, date of registration, and date of first use.

Lange's Handbook of Chemistry, compiled and Edited by Norbert Adolph Lange, Ph.D., Lecturer in Chemistry at Cleveland College of Western Reserve University, Sixth Edition, 2082 pages, 5⅜ x 7¾, Handbook Publishers, Inc., Sandusky, Fabricoid, $7.

This book is the result of a number of years' experience in the compiling and editing of data useful to chemists. In it an effort has been made to select material to meet the needs of chemists who cannot command the unlimited time available to the research specialist, or who lack the facilities of a large technical library. Abridged Table of Contents: Elements: Descriptions; Atomic weights and numbers; Periodic tables; Radii of atoms and ions; Isotopes; Radioactivity; Electromotive series; Physical properties. Inorganic Compounds: Newly revised table giving formula, melting point, boiling point, solubilities, refractive index, and other physical properties of more than 2600 different compounds with more than 1300 synonyms; Comprehensive table of minerals. Organic Compounds: Table giving formulas, physical properties, etc., of more than 4200 different compounds with Beilstein references, indexed by name, formula, synonym and refractive index; tables of Alkaloids, Glucosides, Fats and waxes, foods, vitamins, milk, blood, urine, natural resins. Analytical Chemistry: Outline for analysis; Spot and flame tests; Organic reagents; Oxidation and reduction equations; Volumetric and gravimetric factors; Standard solutions; Indicators; Buffer mixtures; Copper oxide sugar tables; Solubility products; Solubilities; True capacity of glass vessels; Refractive indexes; Microscopy; Spectroscopy. Physical Chemistry: Equations; Symbols; Dimensional formulas; Thermochemistry; Electrochemistry; Constants of gases; Viscosity; Density; Barometry; Ionization constants; Surface tension; Fluorescence and phosphorescence; Azeotropic mixtures; Photography; Laboratory arts; Standardization of thermometers; viscosimeters, etc. Industrial Chemistry: Materials of construction; Alloys; Ceramics; Wood; Plastics; Synthetic rubbers; Hazardous chemicals; Wire tables; Sieves and screens; Thermocouples; Flame temperatures; Fuels; Manufactured and natural gases; Steam tables; Cooling baths; Humidity tables; Hydrometers; Tank capacities; Conversion factors; Densities of various solutions; Industrial water; Tables of alcohols, acids, etc. Mathematical Tables: Formulas from geometry, algebra, calculus, vectors; Tables of logarithms, trigonometric functions, numbers, probability, etc. Index: Twenty-eight pages; more than 3600 entries.

Medical Uses Of Soap, A Symposium, 2nd Ed., 195 pp., Illus., J. B. Lippincott Co., Phila., $3.

This collection of articles forms a symposium on the medical uses of soap. Each of the authors has previously contributed to the medical writings in this field. This series of articles answers many of the questions as to the effects of soap on the normal skin and hair, on the abnormal skin, the effects of soaps used in shaving and shampooing, and irritation produced by soap under various conditions. The continuous improvement of soaps and soap products is reflected in the new methods of manufacture described in those chapters which deal with the chemistry of soap and related problems. Now in its second edition a complete new chapter has been added on the surgical uses of soap.

The Chemistry Of Heterocyclic Compounds, by Avery A. Morton, Professor of Organic Chemistry, Massachusetts Institute of Technology, First Ed., 549 pp., McGraw-Hill Book Co., New York, $6.

The aims of this text are to instill an appreciation of the chemistry of heterocyclic compounds and to create a realization that they are, after all, the logical continuation of the instruction in aliphatic and aromatic chemistry. It covers the methods of formation of the various heterorings, the chemical behavior of each system with particular reference to the similarity which that system bears to related functions in aliphatic and aromatic chemistry, and the compounds of major importance which have made heterocyclic chemistry so interesting. General relationships are stressed wherever possible, and emphasis is placed upon heterocyclic chemistry as the logical continuation of elementary organic chemistry.

Penicillin, its Properties, Uses and Preparation, published by direction of the Council of The Pharmaceutical Society of Great Britain, 199 pp., The Pharmaceutical Press, London, 10s6d.

No drug so innocuous and yet so potent as penicillin has hitherto been available to the medical profession. In the interests of the patients whom both exist to serve, pharmacists and general practitioners need guidance now as to the best methods of preparing and using this remarkable new drug. It is the aim of this book to provide it. The contents of the book cover: Historical Summary; Commercial Manufacturer; Chemistry and Chemical Properties; Stability; Standard, Unit and Methods of Assay; Pharmacology; Clinical Use; Pharmacy and Pharmaceutical Preparations; Legal Considerations; Appendices; Bibliography; Index.

YOUR TRADE-MARK RECORD

By JOHN H. GRAHAM

International Trade-Mark Consultant

As most people who have any interest or connection with Trade-Mark matters will be aware, the new and very much changed Trade-Mark Act of July 5, 1946 goes into effect this coming July, and it is therefore of great interest to note that this Act, already has been cited in Court action and, as it were, utilized retroactively.

The details of the particular decision are not of special interest to us since the marks involved were applied to beverages such as tea and coffee, but the major point to be stressed is that Judge Clark, delivering the majority opinion of the Circuit Court of Appeals (Second Circuit) on August 7, 1946 held that the mark "LaTouraine" was not considered merely geographical, (reference being made to Touraine, the old French province) but due to a broad and varied program of advertising, the company using same had attained a position of eminence in the industry, and having actively used the name in an "arbitrary" or fictitious sense, it was the subject of a valid trade-mark. The decision then brought out that the new Trade-Mark Act, soon to be in force, embraced this judicial interpretation by specifically providing that the use of geographical terms only prevent registration, if when applied to goods of an applicant, it is "primarily geographically descriptive or deceptively misdescriptive."

This decision shows how far-reaching the changes in Trade-Mark procedure, interpretation, and jurisprudence may be in the future.

More closely aligned with our own industries, there is an interesting Decision rendered by the Assistant Commissioner of Patents, Mr. Leslie Frazer under date of December 27, 1946, which may have an influence on the choice of new trade-marks which are in a foreign language, this being more prevalent today than ever before.

In an opposition between Bourjois Inc., and Parfums Schiaparelli Inc., the Assistant Commissioner affirmed the action of the Examiner of Interferences in sustaining Bourjois' opposition to Schiaparelli's trade-mark applications consisting of the notation "Si.Si.Si. . . ." alone in one case and with the addition of "de Schiaparelli" in the other, the basis of the oppositions being Bourjois' registered Trade-Marks "Mais Oui" and the equivalent English form "but yes," the goods upon which the various marks were used, being admittedly substantially the same.

It was held that, regardless of the language from which derived, the word "si" means "yes" to a considerable portion of the American public, who also recognize the word "oui" as having the same meaning. Thus, it was considered not only that the expressions "Mais Oui" and "Si.Si.Si." may well be confused by potential purchasers, but more important, there was great likelihood of confusion between "Si.Si.Si." and the trade-mark "but yes" and that this latter mark would bar registration for like goods of the word "yes" either singly or in repetition and, thus was a bar to the Spanish form sought to be registered. Thus, similarity in meaning may be officially considered as a bar to successful registration in such an issue. Whether or not this decision is sustained should higher authority be consulted, I do not know, but certainly it indicates a trend toward wider protection of trade-mark rights in the Patent Office itself which may change the whole picture in the future and make your trade-marks of even greater value, particularly when the new Trade-Mark Act is actually in force. This new Act has many revolutionary changes over the present regulations and same will be analyzed for your understanding and appreciation in future issues of this Magazine.

On the foreign front, it should be borne in mind that with the exception of Japan and Germany, practically every country in the world has issued some form of regulation permitting reviving of trade-mark and patent matters, which have lapsed during the war years.

However, some of these moratoria are getting close to their time limit, so that it is wise to check on all your foreign matters now to make sure you have not overlooked anything.

Some countries have issued regulations permitting extension of the life of patents due to war delays, which extension should be applied for now. Other countries are requesting re-registration of trade-marks and patents claiming the old (lapsed) patent or trade-mark dates, since their records were destroyed.

Finally, a few countries still have existing regulations permitting filing of patents and trade-marks with claims to priority of a U. S. case as early as 1939 (even if the patent is issued) and your matters of this type should be checked

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*Para isopropyl alpha methyl dihydro cinnamic aldehyde

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to make sure you are not overlooking advantages which may soon be unavailable to you.

Specific information can be supplied regarding any of these regulations upon request.

Hereinafter follows the January 1947 Trade-Marks listings for your Trade-Mark Record, which latter is now available from the publishers as set forth elsewhere in the magazine.

Futhermore, in order to complete the 1946 supplement part of which was supplied to you in the February issue there is herewith presented additional material which completes the listings through August 1946. Your copy of the Record which is completed to Dec. 31, 1945, will be brought substantially up-to-date to include all of 1946 and the current listings for 1947.

JACK OF HEARTS—VI—C—487,719
Golden Arrow Toiletries, New York, N. Y.
Ser. Aug. 29, 1945 D. U. June 1, 1945
Reg. 420,743 Apr. 30, 1946

JACK OF SPADES—VI—C—487,720
Golden Arrow Toiletries, New York, N. Y.
Ser. Aug. 29, 1945 D. U. June 1, 1945
Reg. 420,744 Apr. 30, 1946

JACK OF SPADES—IV—A—495,376
Golden Arrow Toiletries, New York, N. Y.
Ser. Jan. 25, 1946 D. U. June 1, 1945

JAMBOREE—VI—BCHDE—489,696
Socialite Cosmetics, Inc., New York, N. Y.
Ser. Oct. 9, 1945 D. U. Sept. 26, 1945
Reg. 422,330 July 16, 1946

JARDANEL—VI—BC—494,040
Jean Desprez, Paris, France
Ser. Dec. 29, 1945 D. U. Nov. 1944

JASMINE DE LUXE—VI—B—476,932
Harry A. Simon (La Floreal Parfum Sales Co.), Hollywood, Calif.
Ser. Nov. 27, 1944 D. U. Oct. 19, 1940
Reg. 421,783 June 18, 1946

JEEP—IV—M—472,339
Phillips Chemical Co., Chicago, Ill.
Ser. July 17, 1944 D. U. July 1, 1944
Reg. 424,249 Sept. 24, 1946

JIFFY-DRY—VI—E—484,693
M. V. C. Labs. Inc., Toledo, Ohio
Ser. June 18, 1945 D. U. Mar. 22, 1945
Reg. 419,493 Feb. 19, 1946

JOU JOU—VI—B—490,956
Harry Morton (Parfums Dinard), New York, N. Y.
Ser. Nov. 2, 1945 D. U. Aug. 15, 1945

JUNIOR PROM—IV—488,545
Primrose House, Inc., New York, N. Y.
Ser. Sept. 15, 1945 D. U. Aug. 14, 1945
Reg. 420,883 May 7, 1946

JUST BECAUSE—VI—ABC—490,690
The Parfums Lilly Dache, Ltd., New York, N. Y.
Ser. Oct. 29, 1945 D. U. Jan. 1, 1945
Reg. 422,010 June 25, 1946

JUSTS—VI—M—493,579
Jack Harry Agron (Just Co.), St. Joseph, Mo.
Ser. Dec. 20, 1945 D. U. Sept. 10, 1945

JUVOUCE with des.—IV—HI—488,687
L. B. Coulter, Salisbury, N. C.
Ser. Sept. 19, 1945 D. U. May 8, 1944

K K—IV—A—486,855
Fitzpatrick Bros. Inc., Chicago, Ill.
Ser. Aug. 7, 1945 D. U. Nov. 10, 1942

KAYDOL—VI—M—485,167
L. Sonneborn Sons, Inc., New York, N. Y.
Ser. June 28, 1946 D. U. June 15, 1927

KEE—POFF, with des.—VI—T—497,096
R. M. Hollingshead Corp., Camden, N. J.
Ser. Feb. 23, 1946 D. U. Jan. 16, 1945

KAPU—VI—BC—484,012
Consolidated Cosmetics, Chicago, Ill.
Ser. May 31, 1945 D. U. May 9, 1945
Reg. 420,234 Apr. 2, 1946

KELWA—VI—H—492,888
Gottlieb Bass (Sapo Elixir Chemical Co.), St. Louis, Mo.
Ser. Dec. 8, 1945 D. U. Nov. 15, 1944

KETCH—IV—A—494,118
Procter & Gamble Co., Cincinnati, Ohio
Ser. Dec. 29, 1945 D. U. Dec. 1, 1945

KHONSU—VI—B—483,977
Luellen, New York, N. Y.
Ser. May 30, 1945 D. U. Jan. 1944
Reg. 421,457 June 4, 1946

KIDDIE SOAP—IV—A—477,015
Illustrated Soap Co. (Erich Schwartz & Alfred Weil), New York, N. Y.
Ser. Nov. 29, 1944 D. U. May 1938
Reg. 424,547 Oct. 8, 1946

KING OF CLUBS—VI—C—487,721
Golden Arrow Toiletries, New York, N. Y.
Ser. Aug. 29, 1945 D. U. June 1, 1945
Reg. 420,624 Apr. 23, 1946

KING OF CLUBS—IV—A—495,467
Golden Arrow Toiletries, New York, N. Y.
Ser. Jan. 26, 1946 D. U. June 1, 1945

KING OF DIAMONDS—VI—C—487,722
Golden Arrow Toiletries, New York, N. Y.
Ser. Aug. 29, 1945 D. U. June 1, 1945
Reg. 420,625 Apr. 23, 1946

KING OF HEARTS—VI—C—487,723
Golden Arrow Toiletries, New York, New York
Ser. Aug. 29, 1945 D. U. June 1, 1945
Reg. 420,626 Apr. 23, 1946

KING OF HEARTS—IV—A—495,287
Golden Arrow Toiletries, New York, N. Y.
Ser. Jan. 24, 1946 D. U. June 1, 1945

KING OF SPADES—VI—C—487,724
Golden Arrow Toiletries, New York, N. Y.
Ser. Aug. 29, 1945 D. U. June 1, 1945
Reg. 420,627 Apr. 23, 1946

KIS-N-MAKE-UP—VI—BC—483,406
Irving Worthman, Brooklyn, New York
Ser. May 15, 1945 D. U. Mar. 1, 1945

KORDUROY CREATED FOR "HIM"—VI—493,595
George O. Darden (Darnoid), Chicago, Ill.
Ser. Dec. 20, 1945 D. U. Nov. 20, 1945

KOTALKO—VI—H—499,138
Lafayette Drug Co., Inc. (Kotalko Sales Co.), Jersey City, N. J.
Ser. Mar. 28, 1946 D. U. Apr. 1, 1919

KYNAL—VI—K—490,882
Elars Products, Inc., Richmond, Va.
Ser. Nov. 1—1945 D. U. May 20, 1936

LADY ELEANOR—VI—C—498,219
First Lady Co., Inc., Fort Worth, Tex.
Ser. Mar. 14, 1946 D. U. Mar. 10, 1946

LADY ETHEL, with des.—VI—H—489,143
Pennex Products Co., Inc., Pittsburgh, Pa.
Ser. Sept. 28, 1945 D. U. Mar. 1934

LADY LANCASTER—VI—B—481,641
Middlebrook Lancaster, Inc., Brooklyn, New York
Ser. Apr. 2, 1945 D. U. Mar. 26, 1945

LADY OF GLORY—VI—BC—490,356
Albert F. A. Beck (Beck Products Co.), Pittsburgh, Pa.
Ser. Oct. 23, 1945 D. U. Nov. 1944
Reg. 421,583 June 4, 1946

"L'AIR DU TEMPS"—VI—B—488,483
S.A.R.L. Nina Ricci, Paris, France
Ser. Sept. 14, 1945 D. U. 1944
Reg. 421,524 June 4, 1946

LA-LIN—VI—H—486,820
Peter Sperlonga (La-Lin Prods.), Long Island City, N. Y.
Ser. Aug. 6, 1945 D. U. July 2, 1945
Reg. 419,810 Mar. 5, 1946

LALIQUE—VI—B—487,344
Arthur M. Zellers (Mayfair Perfumers), New York, N. Y.
Ser. Aug. 20, 1945 D. U. May 30, 1944

LANCELOT—VI—ABCE—492,757
Associated Products, Inc., Chicago, Ill.
Ser. Dec. 6, 1945 D. U. Oct. 18, 1945
Reg. 422,372 July 16, 1946

LANCOME—VI—BC—491,851
Lancome, S. A. Paris, France
Ser. Nov. 19, 1945 D. U. May 6, 1935

LANICO OINTMENT—VI—T—496,765
John M. Cenicola, Los Angeles, Calif.
Ser. Feb. 18, 1946 D. U. Aug. 15, 1945

LANOLIN PLUS—VI—CH—479,141
Jesse Luther Peacock, Chicago, Ill.
Ser. Jan. 29, 1945 D. U. Aug. 12, 1942

(*Continued on page 425*)

The heart of 'ROCHE' Park . . . where superior quality vitamins are made . . . by the tons!
These gleaming white buildings reflect the meticulous 'ROCHE' precision for which 'ROCHE' bulk vitamins are recognized. Throughout 1947 make this your source of supply for B1, B2, B6, C, and E.
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PURCHASING DEPARTMENT

Glycerin Production Improves—Menthol Advance Reflects Strong Shipping Prices—Alcohol To Corn.

December crude glycerin production was the best since May, with the result that total factory output for the year 1946 rose to 156,760,000 lbs. Crude production for the year, however, dropped below the 1945 total of 172,451,000 lbs.

Crude glycerin production at the year's end (14,413,000 lbs.) showed a recovery of 14.1% over the low point for the year reached in July.

The output of chemically pure glycerin last year ran slightly ahead of 1945. The totals were 84,347,000 lbs. compared with 83,558,000 lbs., but the crude is the basic barometer of the industry.

Supply difficulties in this highly essential chemical stem back to needlessly extended wartime controls. Glycerin is largely the by-product of soap manufacture, and soap has been dependent (in the absence of oils such as coconut) upon domestic tallow and grease. In normal times this dependency amounted to 60 to 75% of the raw materials used. During the war it rose to 80%.

OPA ceilings on tallow and grease were under 9c per lb. Supplies of these by-products of the meat industry, however, practically disappeared from the scene along with meat when price controls rendered marketing of the latter impossible. The heaviest blow to soap and glycerin production was struck then ceilings were removed from meats, edible fats, and inedible fats while controls remained on soap and glycerin. The soap industry's raw material costs now bounded upward to such an extent that it was prevented from acquiring these products at all. Tallow and grease rocketed from the OPA top of under 9c to around 21¾ to 22c per lb., an advance of about 150%.

Price controls on soap and glycerin were finally removed on November 10 and when all prices were decontrolled by the Truman order of November 11, soap prices were moved up 50%. In view of all this it was not surprising that C.P. glycerin should engage in a price rise, as it did, from 18 to 55c per lb.

FEBRUARY PRICE CHANGES

UP

Arabic gum sorts ¾c
Arrowroot 2c
Beeswax white 1c
Bismuth metal 20c
Buchu leaves 25c
Burdock root 2c
Citronella Ceylon 15c
Deer tongue leaves 1c
Ethyl acetate 2c
Gamboge gum 15c
Golden seal root 10c
Lime oil dist. 25c
Menthol natural 70c
Rhubarb root HD 5c
Senna Tinnevelly 1c
Vetivert oil Java $1
Witch hazel leaves 8c

DOWN

Anise oil 10c
Balsam Copaiba SA 20c
Peru 5c
Tolu 50c
Bay oil 5c
Belladonna leaves 5c
Benzonin gum Sumatra 5c
Bergamot oil 30c
Bois de Rose Braz. 40c
Buckthorn bark 5c
Cantharides Chinese 30c
Carnauba wax No. 1 30c
Cedar leaf oil 15c
Coltsfoot leaves 20c
Dill oil 15c
Geranium oil, African 50c
Bourbon 50c
Hemlock oil 30c
Jaborandi leaves 5c
Lavender spike oil 20c
Lemon grass oil 85c
Lime oil expressed 50c
Mercury bichloride 14c
Calomel 34c
Metal $1

(Continued on page 409)

• **Prices quoted in this section were current on the first of this month.**

The refined 98% grade at this writing is 55½c to 75½c, tank cars, and the crude saponification glycerin, 45 to 60c per lb., in tanks.

The glycerin outlook for 1947 hinges on the ability of the soap maker to obtain raw materials, caustic, and some other essentials employed in refining the crude. Both Agriculture and Commerce Departments have forecast a smaller supply of fats and oils for soapmaking during the first half of 1947. Working supplies meanwhile have fallen to such low levels that they cannot be drawn upon any further. We have been exporting more fats and oils than we have been importing but we are now, for the first time, on a net import basis in these products.

Production of edible oils during the first half will be about the same as the first 6 months of 1946. The output of inedible oils, for soap and paints, will be less.

The glycerin outlook for the long term is much better. Roscoe C. Edlund of the Association of American Soap & Glycerin Producers, calls attention to the possibility of an increase in by-product glycerin production within a few years to an annual basis of around 200,000,000 lbs., compared with the average of 135,000,000 lbs. for the pre-war period 1939-40.

Another 300,000,000 lbs., may be provided by chemical manufacturers in the form of various glycols and higher alcohols such as pentaerythritol. The project of Shell Chemical Co. to produce glycerin synthetically from propylene may add another 30 to 40 million lbs. when it is placed in operation some time in 1948. Until than a tight situation will probably continue for the growing list of industries dependent upon glycerin, headed by alkyd resins, industrial explosives, foods, pharmaceuticals, which is being constantly increased through research.

Menthol Up

The extended advance in menthol reflects firmer shipping prices from both Brazil and China. Late advices from China quote the article at $7.50 per pound, c.i.f., in contrast to previous offers at $7.20. Locally the market is

(Continued on page 407)

POWDERED IRISH MOSS

N. F.

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T. M. DUCHÉ and SONS, INC.

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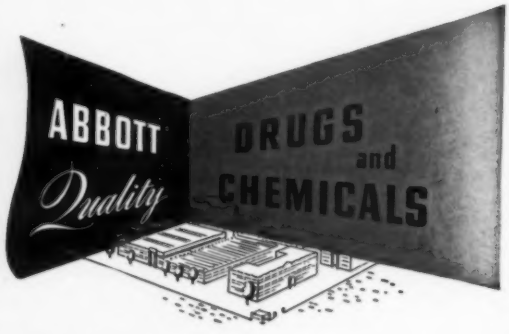

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Procaine Borate...Butyl p-aminobenzoate

ANTISEPTICS
Acriflavine Hydrochloride...Acriflavine Neutral...
Proflavine Sulfate

HYPNOTICS
Phenobarbital...Phenobarbital Sodium

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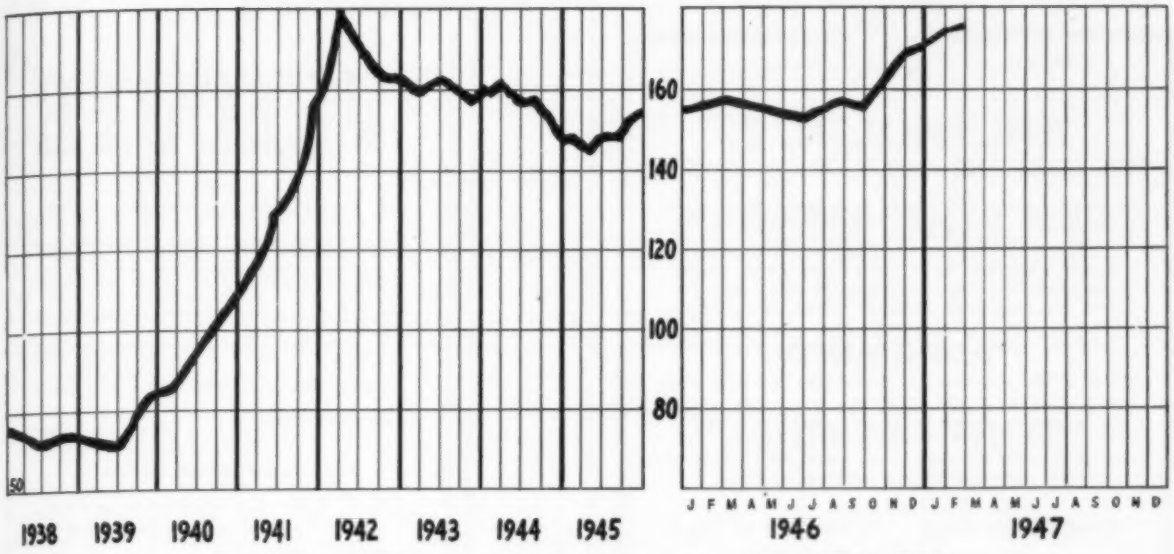


The price index of fifty commodities for February advanced from 174.9 to 175.1.

Crude Drugs Will Continue Scarce Until New Crops Arrive—Abnormal Prices Prevail for Ipecac.

The carryover of below normal inventories plus continued detention of contaminated botanicals will curtail any material increase in stocks of crude drugs during the remainder of the crop year, the Department of Commerce reports.

Sizable quantities of foreign botanicals, officials stated, continued to arrive in poor condition and are detained at the port of entry. One estimate covering six months of 1946 said that over 2,000,000 pounds of botanicals contaminated with filth and infested with insects were detained at the port of New York. For this reason many crudes are held with narrow margins to meet normal demand until new crops become available.

Total receipts of crude drugs during October decreased 27 percent from the preceding month. However, gratifying increases occurred in cinchona bark, sarsaparilla root, senna, and stramonium; while three others—henbane, quince seed, and Jalap—with no arrivals in September, were included on the October import list.

The first imports of cinchona bark from the Far East since 1942 appeared in United States official statistics in October 1946. Receipts totaled 44,800 pounds from British Malaya. Prior to 1942 practically all United States imports from the Far East originated in the Netherlands Indies. Bark from Far Eastern sources is usually referred to as Netherlands Indies bark, and the quinine content is much higher, on an average, than for barks produced in other world areas.

Vanilla Firm

Although the quantity is not yet known, reports in the trade indicate that another sizable lot of vanilla beans is afloat from Madagascar. Last arrival here totaled about 100 tons with a value of about $1,500,000.

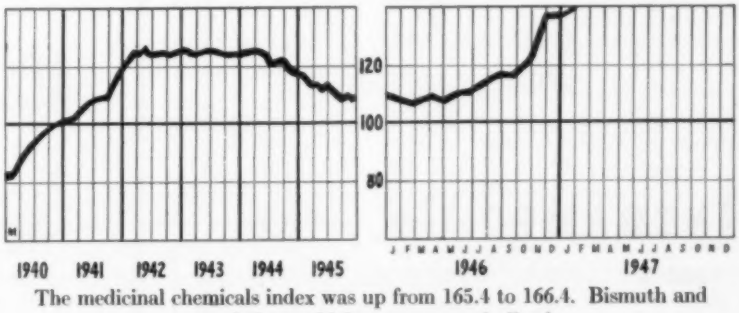
The longer term outlook in vanilla beans, however, is extremely firm with all indications pointing to higher prices late this year. The export price on beans in Madagascar was recently established by the French Colonial Government at $1 per kilo above last year's price. The coming 1947-48 crop of vanilla in Madagascar will be the smallest in the history of the industry and as the new year gets underway prices are likely to work higher.

The entire crop of Mexican vanilla beans has been purchased by curers at a premium of $1 to $1.50 per pound above the prices prevailing on Bourbon beans. Curers in Mexico, it is pointed out, are financially able to carry along without a demand for their goods especially in view of the coming small crop in Madagascar.

Irish-Moss From Canada

The 1946 crop of Irish moss in Canada's Maritime Provinces is expected to be about 50 percent larger than the 1945 yield of 2,250,000 pounds, or the heaviest yet harvested, states the

15 Medicinal Chemicals—Weighted Price Index. 1926=100.



The medicinal chemicals index was up from 165.4 to 166.4. Bismuth and menthol were higher—mercury declined.

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foreign press. Most of the crop will be exported to the United States.

High Price For Ipecac

The current spot position in ipecac root is exceedingly firm. Only limited amounts are available for immediate delivery at an abnormally high price level of $6.25 to $6.50 per pound.

Exports of ipecac root from Nicaragua to the United States increased to 15,545 kilos in the first eight months of last year. In 1944 exports of the root to the United States totaled 27,555 kilos while a year later, 1945, they declined to only 3,501 kilos.

ESSENTIAL OILS

Contrasting limited imports during the latter part of 1946, trade sources report a definitely improved import position for the majority of essential oils since the start of the New Year.

Early 1947 essential oil price revisions were mostly downward, reflecting an easier supply position aided by heartening receipts of fairly sizable shipments of foreign oils.

Cassia Oil To U. S.

Declared exports of cassia from Hong Kong to the United States during October 1946 amounted to 949,040 pounds, valued at $170,577. Hong Kong's declared exports of aniseed oil to the United States were 131,880 pounds, with a value of $140,474.

Lemongrass Oil Production, India

The 1946 production of lemongrass oil in India is reported at 1,232,000 pounds. Although it is too early for accurate forecasts, the 1947 output is currently estimated at about 1,120,000 pounds.

Oil Exports Madagascar

Madagascar's exports of essential oils during the first ten months of 1946 were as follows, with volume for the entire year 1945 in parentheses: oil of ylang-ylang, 44 metric tons (62 metric tons); clove oil, 315 tons, (256 tons); and lemongrass oil, 41 tons, (42 tons).

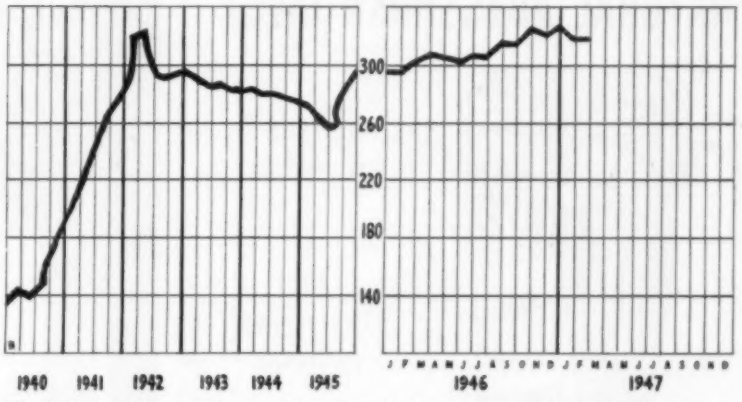
Reunion's Exports of Oils

During the third quarter of 1946, the island of Reunion exported 17,400 kilograms of oil of geranium, valued at 37,791,000 francs. Of this total, France took 9,600 kilograms, with a value of 20,814,000 francs; Madagascar, 6,300 kilograms, worth 13,585,000 francs; Morocco, 1,000 kilograms, valued at 2,250,000 francs; and the United States, 500 kilograms, valued at 1,125,000 francs.

A total of 11,300 kilograms of oil of vetiver, valued at 32,924,000 francs, was exported during the third quarter of 1946. France took 5,600 kilograms, valued at 25,417,000 francs; Madagascar received 5,100 kilograms, with a value of 5,052,000 francs; and the United States, 600 kilograms, valued at 2,455,000 francs.

Approximately 100 kilograms of oil of ylang-ylang were exported in the third quarter of 1946, France taking the bulk.

15 Botanicals—Weighted Price Index. 1926=100.



The botanicals index advanced fractionally from 335.1 to 335.2. Buchu rose to $1.05; rhubarb was up to $1.30; senna advanced 1 cent to 25 cents. Balsam Tolu dropped to $3.75, belladonna was lower at $1.70.

Menthol Up

(*Continued from page 403*)

quiet and it is felt that as soon as February shipments are made from Brazil the market will settle down from the present prevailing spot range of from $7.70 to $8.00 per pound. Principal cosuming demand for menthol is noted in the early Fall for use in winter preparations.

Stockpile Spending To Increase

The Administration is planning to spend $360,000,000 for the purchase of strategic materials in the year beginning next June, or more than three times the amount currently being spent for the stockpile. Among the items which the Government will endeavor to purchase in increased amounts are agar, antimony, bismuth cadmium, castor oil, coconut oil, emetine, huoscine, iodine, palm oil, pyrethrum, quinidine, quinine and talc.

Alcohol Plants Shift To Corn

The shift from molasses to corn as a raw material for undustrial alcohol is gaining momentum and much of the fermentation alcohol produced this year may come from the grain base.

The use of grain to make fermentation alcohol declined markedly during the last six months of 1946. In that period only 165,829,000 pounds of grain were used by the industry, compared with 944,603,000 pounds in the last six months of 1945.

The alcohol stockpile was recently estimated at about 6,000,000 gallons or less by well-informed industry executives. Such an amount would be wiped out momentarily, it was pointed out, giving credence to reports that the stockpile was now exhausted.

The disappearance of the stockpile might hasten the swing to grain as a raw material, it was believed.

Although the blackstrap molasses crop this year is expected to be larger than last year, alcohol producers have not been told how much will be allocated by the International Emergency Food Council to the United States. If the bulk of production is allotted to foreign nations, the swing to corn as a raw material for alcohol in the United States may be further accentuated this year. The shift in raw material use necessitates the curtailment of production units equipped for operating on molasses and the reopening or stepping-up of units geared to use corn. Increasing use of grain further requires the routing of raw material from the grain belt to some East coast plants, although the box car shortage is expected to continue for several months.

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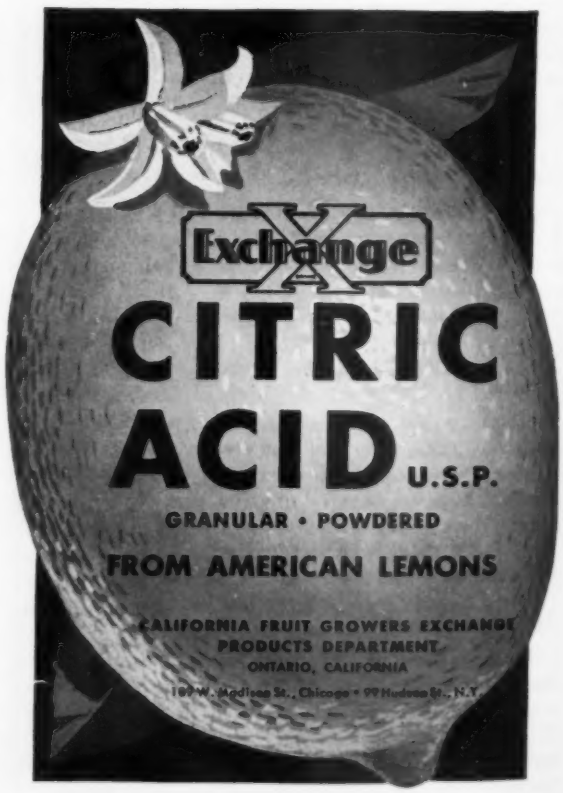


The shift in raw materials will cause no alcohol shortage, it was said, but it was pointed out that the price of corn will continue to govern alcohol prices if the grain becomes the dominant raw material for the industry.

Penicillin Makers Double Output

The monthly rate of penicillin production doubled during the first ten months of 1946 as total annual production climbed to 25,808,000.57 billion Oxford units.

December production was 2,865.57 billion units compared to January output of 1,306.30 billion units.

Domestic demand for penicillin is being met adequately and ample supplies are available for export, CPA said.

Allocations for 1946 in billion oxford units as disclosed by CPA follow: Military, 1,998.64; other Government agencies 407.58; civilian parenteral, 9,151.55; civilian bulk, 3,686.77; civilian dosage, 3,776.45; export, all forms, 12,155.00; total initial, 31,175.96; final total allocation 32,690.63.

Cod Liver Oil Scarce

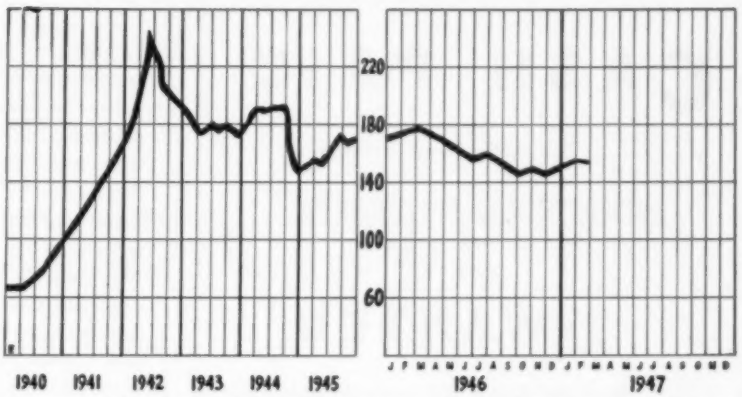
The Norwegian Government is reported to have established the price of cod liver oil at $2.30 per gallon in bulk, c.i.f., but the oil now being produced in Norway will not reach this market before late March or early April. Rumors have been current to the effect that Russia is offering to purchase all of the cod liver oil that Iceland will be able to produce over the year at prices far above those at which American importers would be able to pay. The purchase, it is claimed would include industrial, poultry and medicinal grades.

The local market is very poorly supplied with medicinal cod liver oil. While some local suppliers are delivering material to the regular consuming trade at $2.60 to $2.75 per gallon at least $3 or more would have to be paid for any available parcels lying around in the open market.

Agar Sold

The Reconstruction Finance Corporation has announced that its subsidiary, the United States Commercial Company, has sold 500 bales of agar agar which was imported from Japan. The highest bid was $3.68 per pound and the lowest $3.15, while the average of successful bids was $3.34.

15 Essential Oils—Weighted Price Index. 1926=100.



The essential oils index declined from 145.0 to 144.1. Anise, bergamot, Bois de Rose, geranium and lime were lower, citronella Ceylon rose sharply.

Mercurials Down

A reduction which had been long overdue featured the major mercurials. New prices are as follows: Calomel $2.10 per lb.; corrosive sublimate $1.70; red precipitate, N.F. $2.47; mercury oxide yellow, U.S.P. $2.74; mercury oxide yellow, technical $2.25; white precipitate $2.27.

Two sizable quantities of mercury arrived here from Japan during the current trading period. One lot of 1,305 flasks was from Yokkaichi, and the other 1,595 flasks was from Kobe. The material shipped by the Imperial Japanese Government and consigned to the United States Commercial Co. is valued at over $200,000 based on the current market price. Origin of the metal is not known.

Final disposition of the 2,900 flasks from Japan is not yet known but it is believed it will be sold to the regular trade here. The demand for mercury is reported as very quiet and the spot market declined again to a range of from $87 to $89 per flask.

Total world stocks of mercury are estimated at 100,000 flasks. About 70,000 flasks are believed held in Germany, 20,000 flasks in Japan and another 1,000 flasks in Italy.

Bismuth Preparations Up

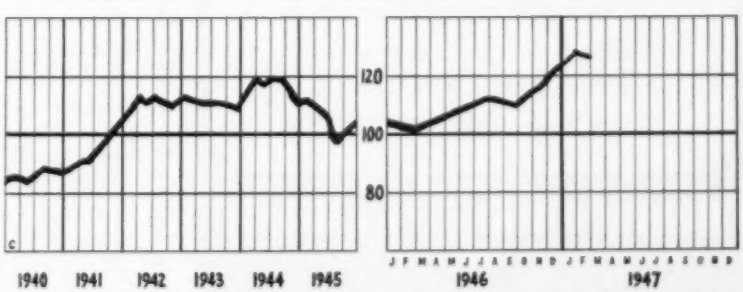
A rather substantial advance features bismuth preparations. The advance ranged from 10c to 20c per pound and establishes prices for subnitrate at $2.15 to $2.28 per pound, subcarbonate $2.60 to $2.73 and subgallate $2.45 to $2.58 per pound. The advance is attributed to the unusually firm conditions prevailing in the metal from which the preparations are derived.

PRICES DOWN

(*Continued from page 403*)

Red precip. 29c
White precip. 23c
Patchouli oil $3.
Petit grain oil SA 35c
Pimento berry oil $1.
Pine needle oil 10c
Rhatany root 1c
Spruce oil 15c
Wormseed oil 5c
Ylang Ylang Bourbon $1.50

25 Cosmetic Raw Materials—Unweighted Price Index. 1926=100.



The cosmetic raw materials index declined from 132.7 to 131.9. Balsam Tolu declined from $4.25 to $3.75. Beeswax and menthol were up.

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Export Sales

(*Continued from page 326*)

In this way it is possible to judge how the candidate would cope with the problems actually existent in the field. The trainee should never be at loose ends. At all times he should be under the direct supervision of some executive in the organization.

The question of remuneration is a difficult one. There is no set formula by which one can be guided. In general, your overseas representative can not be paid less than the dollar equivalent for a similar position in the United States. He will have many extraordinary expenses in the beginning, such as purchase of furniture and household equipment, unless these items are taken from the United States. In the latter event it is customary for the company to pay the expenses of transportation. However, much domestic furniture is unsuitable for many foreign countries, particularly for tropical ones. It may be necessary to help finance a man's initial expense in getting settled. As you well know, the rest of the world has been, and is, in the midst of an inflation spiral which makes the increase in cost of living in the United States very small indeed. On the basis of 1939, the cost of living indices are anywhere from 200 to 1000. In countries like China and Hungary where printing press money inflation is taking place, the indices are very much higher than those just stated. The degree of inflation has not been uniform, and so the difference in cost of living must be considered individually in establishing remuneration for your representative. In my opinion, this difference should be adjusted by a living allowance rather than by varying salary. There are several reasons for my opinion. Take just one: Say, for instance, that you have a man in a high cost-of-living country like Brazil or Mexico and pay him a straight salary which enables him to live comfortably. You may wish to transfer him to a comparable position in, say England, where the cost-of-living index is lower and where, possibly, your sales and profit are lower too. You could, of course, reduce his salary; but even though the lower rate would enable him to live as well as before, the psychological effect would be bad. On the other hand, to continue to pay him as before would not only be an undue burden on the business in his new country, but it would also create an unfair difference in salary levels between him and the other employees. I reiterate, a more equitable way of compensating for this difference in cost of living is by means of a cost-of-living allowance. The basic salary could be what the position is worth and the living allowance be varied in accordance with the conditions in the individual countries. The cost-of-living allowance today would have to be higher in Mexico or Brazil or Chile than in the Argentine or Peru, although the latter two countries are beginning to show symptoms of inflation fever. As you know, the cost of living has always been extremely high in Venezuela, and an allowance had to be made there even when conditions

(*Continued on page 413*)

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READERS' QUESTIONS

FACIAL MASK: I would appreciate it very much if you could send me a formula for a facial mask. I have been working on such a product for quite some time but I am having trouble with my formulation. New York.

A product of this type can be made along the following lines:

Purified kaolin	**32.0**
Kieselguhr	**10.0**
Glycerine	**15.0**
Alcohol	**20.0**
2% Acacia mucilage	**10.0**
Water	**12.0**
Perfume	**1.0**

Heat the water and glycerine to 170° F. Run it into a mass mixer; add the dry materials and mix for about two hours. Then add the mucilage and the perfume dissolved in alcohol. Greater fluidity can be obtained by increasing the water content.

HAIR COLORING MATERIAL: Please furnish me if possible, complete information on how to make a dark brown hair crayon. Naugatuck.

Frankly, I am not quite certain as to what you mean. Hair dyes in solid form have been described in the patent literature. One such has been granted to Clairol and Meyer in British Patent 524293. This was discussed in some detail in the August 1941 issue of DRUG AND COSMETIC INDUSTRY, page 207. Perhaps what you have in mind is more in the line of an eyebrow pencil. If this is the case, a suitable basic formula, which can be modified, as required is as follows:

Soft paraffin	**40.0**
Hard paraffin	**42.0**
Color, as desired	**18.0**

PEARLY SHEEN IN CREAMS: Our organization has been working on the development of a hand cream characterized by a strong pearly sheen. We have made various tests but we have difficulty in maintaining a high sheen. The usual formula calling for stearic acid, potassium hydroxide and humectant fails to provide this effect and various additions cause changes in the properties of the cream. Oakland.

The best way to produce this pearly effect has been the subject of considerable controversy and various methods have been suggested. One method which is said to be very effective is to substitute potassium hydroxide with triethanolamine as the saponifying agent for the stearic acid. It is possible, without modification of your formula that the pearly effect may be obtained by allowing the cream to age for about two weeks. Another old device is to deliberately warm the cream to a temperature below the melting point of the stearic acid, gently stirring and allowing to cool again. If necessary, this treatment is repeated at intervals of one or two days until the desired pearly effect is obtained.

GLYCOL VAPORIZERS: The article in the December issue of Drug & Cosmetic Industry on "Air Sterilization", proved of great interest to me. As a subscriber I would greatly appreciate it if you could furnish me with any additional data that you may have in regard to the glycol dispersing machines for air sterilization. Indianapolis.

Information relative to the mechanism of vaporizing equipment is available in the following references:

Olson, F.C.W., Bigg, E., and Jennings, B.H.: *Science*, 105:23, January 3, 1947.

Harris, T.N. and Stokes, J. Jr.: *Science*, 104:423, 1946.

Puck, T.T., Wise, H. & Robertson, O.H.: *J. Exp. Med.*, 80:377, 1944.

A suitable glycol vaporizer for use in air sterilization is also available commercially.

HAIR SET LOTION: Will you please send me a couple of formulas for a hair set lotion? Summit.

An effective preparation for setting the hair can be made along the following lines.

Gum tragacanth powder	**1.50**
Benzoic acid	**0.15**
Alcohol	**5.00**
Water	**93.10**
Perfume	**0.25**

Mix tragacanth with part of alcohol and stir into the water, strain the mucilage. Dissolve the salicylic acid in the rest of the alcohol, add the perfume and the preservative and mix this solution with the mucilage.

HORMONE CREAM: Could you give me a good hormone cream formula. I am at present using a formula but find that the hormone oil bleeds through the cream to the surface and the cream develops air bubbles on the surface after standing in room temperature for three to four weeks. Is a preservative necessary in hormone cream? Toronto.

Several formulas were given in Malisoff's article in our publication in April 1944, from which we take the following formula:

Beeswax	**10.0**
Spermaceti	**3.0**
Cocoa butter	**5.0**
Lanolin	**6.0**
Olive oil	**30.0**
Mineral oil	**30.0**
Borax	**0.5**
Water	**15.0**
Hormone oil	**0.5**

The amount of hormone to be incorporated should provide from 7500-10,000 International Units (based on Estrone) per ounce. A preservative is required in such a preparation and I would suggest that you use methyl parahydroxybenzoate in a proportion of 0.15 per cent.

Export Sales

(*Continued from page 410*)

were normal in the rest of Latin America and no cost-of-living problem had arisen. In the Near and Middle East all prices have gone up tremendously—everything costs anywhere from 5 to 10 times what it cost in 1939. Even so, in dollars the cost of living is lower than in the United States or Latin America. China is perhaps the most expensive country in the world today. Formerly it was one of the cheapest. Believe it or not, imported goods from the United States are cheaper than those produced in China.

It is necessary to keep in close touch with economic developments in the countries where your men are stationed, to make sure that their salary or salary-and-allowance is adequate.

It is customary to send a man abroad for a three-year or five-year period, after which he is given a home vacation of one month for each year of foreign service. The travel expenses are paid both ways for the man and his family. Any local vacations taken should be deducted from the cumulative one at home.

All in all, judging by domestic standards, the lot of the American representative abroad is not so bad.

Distributors Agents

A sizable portion of American export business is handled through exclusive distributors whose territories generally cover the entire country in which they operate. In my opinion the following are some of the basic requirements to secure the maximum benefit from this method of sale:

1. The distributor should be sound financially and be highly respected among the business men of his country.
2. He should carry in stock sufficient merchandise to fill orders at all times—excepting, of course, in heavy industry and bulk commodities.
3. Your distributor should not have so widely varied a line that your merchandise is "just another item." He should handle no directly competitive goods.
4. His organization should be sufficiently complete to enable him to give you advice on sales and advertising policies. His own salesmen should cover thoroughly all your potential customers at regular intervals.
5. If your merchandise requires servicing or repairs, your distributor should be equipped to give such servive efficiently and economically, and should carry a full line of parts.
6. The maximum local sales prices of your merchandise must be fixed by you, if they are not already fixed by the government.
7. The exclusive distributor must receive a discount or commission generous enough to enable him to do the work you want him to do—and leave for himself a worthwhile profit.
8. If any sales are made by you direct to your distributor's country, he should receive his dis-

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count or commission just the same. This would seem elementary, but it is surprising how many attempts are made to evade such payments.

9. Wherever profits permit, you should have your own representatives work in the country with your distributor. You can be sure then that the maximum sales effort is being put forth, and that problems can be solved quickly. The distributor welcomes such a representative.
10. There must be at all times fair dealing on both sides. Without this—and mutual confidence—any arrangement will come to naught. My experience of almost 30 years in export has been that business ethics are as high abroad as they are in the United States.

There is no uniform pattern for an exclusive distributor arrangement. You may sell outright, at a fixed price, with an allowance for advertising to be done by the distributor. You may sell or consign with a distributors discount, doing the advertising yourself. Whatever your terms are, they should be clearly set forth and be understood by both parties. The termination of exclusive distributorship will be discussed under "Sales Contracts."

The British have developed, to a high state of efficiency, organizations which act as sales representatives in foreign countries. These companies have their main offices in England with branch offices scattered throughout the world. Their functions range from those of a full service export company, including stocking merchandise, to mere solicitation of indent orders. The latter type of service is familiar to us here.

A sales agent will take for you what is, in effect, a turnover order from a customer. The shipment of the order will be made (a) direct to the customer, (b) to the sales agent in the foreign country, properly marked, or (c) to the American office of the representative for forwarding. Payment is made either by the sales agent or by means of a letter of credit. The procedure outlined is the one generally followed in the United States, but there are some sales representatives here with offices abroad that will also take care of the foreign advertising.

For commodities, heavy industry items, or products where the governing considerations for sales are price, quality and delivery, a sales representative can be a very effective—and economical—salesman. That can be true also for specialties where they are known abroad from many years of use or from advertising. However, for unknown brands, a sales representative can be of little service unless some advertising in his territory is done by the manufacturer.

It is my opinion that a manufacturer gets the best service from a sales representaive if the latter is given exclusive sales rights in the territory that he covers. If at all possible, it is better to have the sales territory embrace an entire country. For instance, if you had a sales representative in Sao Paulo, he could very easily take orders from a firm that did some business in Rio, where you had a different sales representative. Such overlapping causes real trouble.

KOMMON/ SCENTS!

There are so many Republicans in Washington, this year's Jackson Day Dinner will sound like a minority report.

•

Understand White House advisors won't permit the President to play, "Open The Door, Richard." Afraid a Republican might get in there, too.

•

Presidential campaign should be very interesting. With one side unable to reduce taxes, as promised, the other now feels free to promise a reduction in prices. With the same results, of course.

•

But things could be worse. If the portal-to-portal pay suits are sustained, a Republican President might well seek compensation for all the years it took the GOP to get back to work in the White House.

•

Anticipating the elections (and in response to inquiries), this seems a good time to redefine the terms that are a cinch to be used in the campaign:

INVECTIVE INDEX

Reactionary: A guy who believed in Peace and Prosperity, provided the former doesn't interfere with the latter.

Conservative: A Liberal who doesn't do anything about it.

Liberal: A Conservative who wants to be sure there's something worth conserving.

Radical: A feller who doesn't know whether he's Commie or going.

•

All this of course, can't possibly concern our level-headed industry. A bird in the hand is always better than one from the stockholders.

George Fiedler

KELTON

Cosmetic Company

230 West 17th Street
New York 11, N. Y.

763 So. Los Angeles Street
Los Angeles 14, Calif.

Private Label Manufacturers Exclusively
Covered by Product Liability Insurance

The use of sales representatives can be as effective as you wish. Care in selection and proper, intelligent handling and "follow-through" will bring surprising results.

U. S. Export Commission Merchants

During periods of scarcity of goods, which always occur during a war and immediately after it, there always springs up an astonishing number of domestic export merchants competing for "hard-to-find" merchandise. There are many, many duplications of inquiries, which deceive the unwary manufacturer as to the real demand for his products. In discussing briefly this method of sale, I have in mind only those firmly established, reliable export merchants who have done a splendid job for American industry. Such firms are usually importers as well as exporters, and have close connections in many countries. They frequently circularize their correspondents abroad and receive inquiries covering every type of merchandise. They can be of invaluable assistance in selling items of general demand, but of little aid in sales of unknown specialties.

Some large foreign firms have their own direct purchasing agents in this country. We have found it advisable to fill orders placed through such agents. If the goods go to countries where we have exclusive agents or distributors, they are notified, of course, and credited with their usual commission.

Purchasing Agents

Many large American and other corporations operating abroad, such as the oil companies, rubber companies United Fruit, Pan-Air, etc., buy for their foreign organizations through their own purchasing agents here. This is good clean business, and in heavy industry the volume can be substantial. In consumer goods, demands of Americans employed abroad are met by such purchases, and some native demand is also created if prices are within the native's reach. Most of the oil companies abroad have their own stores. Where you have merchandise stocked in foreign countries, it is better to supply these large companies from stock, though as a general rule, their purchasing agents insist on buying here.

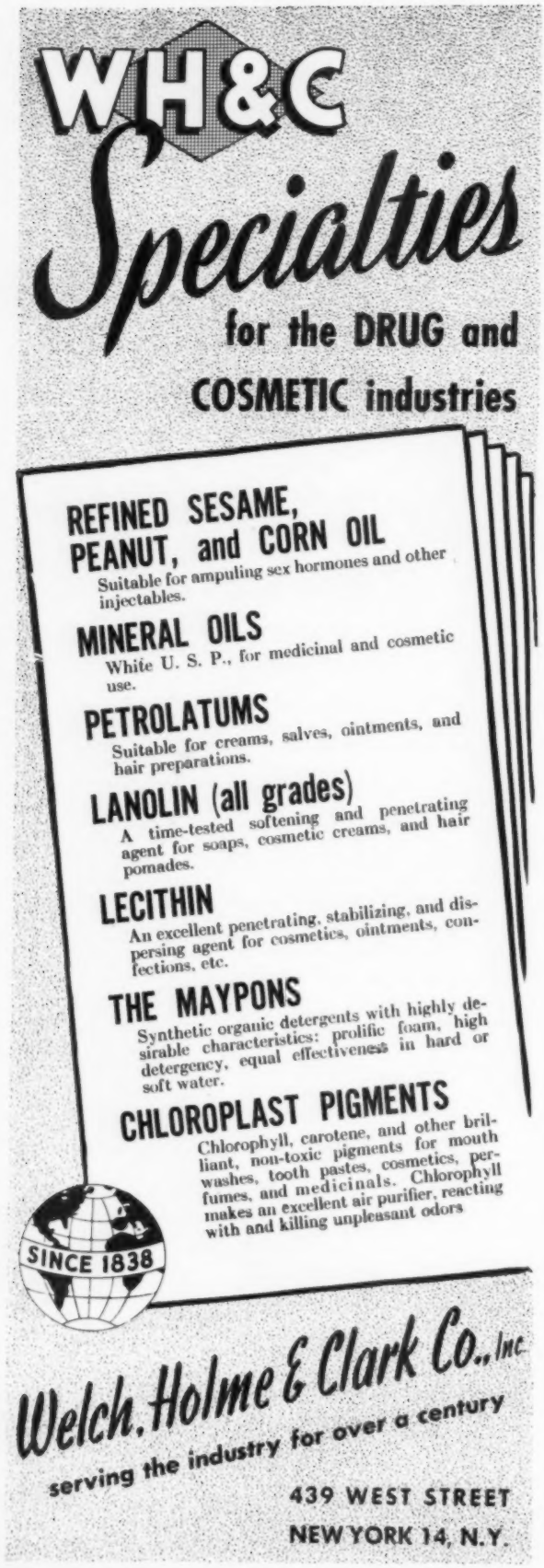
Sales Contracts

The subject of *sales contracts* really should be covered by a lawyer, but anyone engaged in the export business has to be a jack of all trades, and after many years of experience he becomes adept in any phase of business, including even the law. It is well to remember that, outside the English-speaking countries, foreign countries have a system of law generally called "civil" code, as distinguished from the English system of so called "common" law. Intepretations on the civil law follow closely the text of the laws themselves, whereas, under our common law practice, there is a wide divergence of interpretation, so that it is much more difficult to understand just where you stand in a legal problem than under the civil law procedure. In making any contract the conditions should be clearly set forth and understood by both sides before signing. If possible there should be inserted a clause to the effect that, in case of dispute,

Powco Brand Powdered Neutral Soap is preferred by leading Dentifrice and Toilet Requisite manufacturers because its chemical and physical characteristics are *dependably* uniform. So the next time you're in the market for Powdered Neutral Soap, say *Powco Brand* and you'll get the highest quality neutral soap of air floated fineness at an actual saving to you.

We don't stop with the sale of *Powco Brand* Powdered Neutral Soap, but furnish expert consultation on formulas as well. Why not check with us on the latest developments in cost economies with POWCO Neutral Soap.

JOHN POWELL & CO., INC.
One Park Avenue
New York 16, N. Y.


WH&C
Specialties
for the DRUG and
COSMETIC industries
REFINED SESAME, PEANUT, and CORN OIL
Suitable for ampuling sex hormones and other injectables.
MINERAL OILS
White U. S. P., for medicinal and cosmetic use.
PETROLATUMS
Suitable for creams, salves, ointments, and hair preparations.
LANOLIN (all grades)
A time-tested softening and penetrating agent for soaps, cosmetic creams, and hair pomades.
LECITHIN
An excellent penetrating, stabilizing, and dispersing agent for cosmetics, ointments, confections, etc.
THE MAYPONS
Synthetic organic detergents with highly desirable characteristics: prolific foam, high detergency, equal effectiveness in hard or soft water.
CHLOROPLAST PIGMENTS
Chlorophyll, carotene, and other brilliant, non-toxic pigments for mouth washes, tooth pastes, cosmetics, perfumes, and medicinals. Chlorophyll makes an excellent air purifier, reacting with and killing unpleasant odors
SINCE 1838
Welch, Holme & Clark Co., Inc.
serving the industry for over a century
439 WEST STREET
NEW YORK 14, N.Y.

the dispute shall be decided in the courts here or in the courts of the country covered by the contract. It is a mistake to make any long term sales contract without a cancellation clause. The foreign agent or merchant is inclined to ask for a contract for, say, a five-year period without any right for cancellation except for cause. This, in my opinion, is not sufficient. The manufacturer or exporter should be in a position to give notice, usually of 6 months, of his desire to terminate the contract. Conditions here or abroad may change, or the manufacturer may desire to set up an organization of his own in the country in order to do a better job, or the agent may be doing barely well enough to fulfill the terms of the contract, but in reality may not be doing a satisfactory enough job. On notice of cancellation the manufacturer should have the option to take away the distributorship immediately, upon payment of the equivalent of a commission on the sales for a period of 3 to 6 months, depending on the term of notice. If you do not protect yourself by such a provision, you may find that during the notice period your distributor has flooded the market with your merchandise and that you will be unable to make sales for a considerable time after the termination of your contract.

Legal Terms

Some common legal terms must be understood if one is to be successful in export. For instance, the widely employed terms "C. I. F.," "F. O. B." and "F. A. S." are often misunderstood. The letters C. I. F. in an executory contract of sale have a well defined meaning throughout the commercial world. As you know, the letters mean the cost of the merchandise, insurance thereon, and freight charges to the point of destination. When the seller has delivered the merchandise in good condition to the carrier, paid the freight, and forwarded to the buyer the bill of lading, an invoice, an insurance policy, and a receipt of payment of the freight to the destination, he has performed his part of the contract. The risk of loss during transit is on the buyer, even though title may be retained by the seller until payment is made by the purchaser. In such contracts, however, payment is usually "cash against documents," which means that almost invariably payment must be made before actual delivery of the merchandise. In this type of sale, disputes can frequently arise because of the delivery of goods in deteriorated condition or the delivery of goods of poor quality. A C. I. F. contract is essentially an international one and is normally enforced abroad and interpreted under the laws of the country of destination.

The terms F. O. B. and F. A. S. are also familiar to you. "Free on board" and "free alongside the steamer" (at which port of embarkation) are, of course, what the letters stand for. The use of the terms raises definite and universally recognized legal rights and obligations between the parties. The F. O. B. and F. A. S. contracts are domestic, the transaction normally being completed at the time of delivery to the carrier in the country of origin, and therefore F. O. B. and F. A. S. contracts are enforced under the laws of the country of shipment.

If there is any provision in the sales contract for installment sales, it is well to understand that under the civil code most countries do not recognize the installment sale with title remaining in the seller, as we do here in the United States. In some countries a workable system has been evolved by the use of a lease contract together with a series of notes issued by the purchaser. Before entering into any contract involving installment sales, it would be well to have your lawyers check the laws on this point in the countries where you contemplate making such sales.

Advertising

Advertising is recognized as an absolute essential to success in any business. In the United States advertising has become almost an exact science. The various media are well defined, and methods of checking advertising effectiveness have been developed to such an extent that it is even possible to approximate the radio audience for any program. It is also possible to choose from known data, newspapers and magazines to reach the desired type of consumer for your merchandise. We have institutional advertising—where no attempt is made to sell specific goods. Valuable trade journals, widely read in their particular fields, furnish an excellent avenue of approach to the customer for durable goods.

Advertising conditions abroad are entirely different. On the one hand, foreign trade journals are almost universally well established, so the manufacturer of heavy industry has a set medium to reach his prospective customers. On the other hand, the advertising lot of the manufacturer of consumer's specialties is more difficult. In countries where the rate of literacy is high, the use of newspaper and magazine advertising gives good results. Elsewhere their use is of doubtful value. Coverage through the radio is spotty. For instance, in Great Britain, broadcasting is a government monopoly and no advertising is permitted. Before the war, stations located in Brittany and Luxemborg would broadcast English-sponsored programs to the United Kingdom—and the percentage of listeners in U. K. was a shock to the staid British Broadcasting Corporation. Consideration is being given by the B. C. B. to accepting "commercials," but censorship would probably reduce their value.

The real paradise for the advertiser is Latin America because of the variety of media. Let me cite a few cases which I am sure will be of interest. One well known company issued one year a beautiful religious calendar, giving the saints' days (every person has his own saint's day, and his saint's day is celebrated instead of his birthday). In many countries these calendars were blessed by the clergy, with the result that they were very highly prized, and widely sought. Similar religious pictures were placed upon the walls of the home, and remained for years. When I went through an earthquake in Guayaquil, Ecuador, a few years ago, and the entire front of an apartment house fell, I saw on numerous apartment walls five years' issues of these religious advertising pictures.

U.S.P.
Zinc Oxide
New Jersey
Zinc
Quality and uniformity of this purest grade of commercial zinc oxide are assured by nearly a century of zinc oxide manufacturing experience.
Exceptional whiteness, fineness and purity, coupled with its non-toxic, protective and mildly astringent qualities, make it an especially valuable pigment for pharmaceuticals. Its covering power and adhesive properties are ideal for cosmetics.
Have you tried The New Jersey Zinc Company's ZINC BORATE–3170?
Specify U.S.P. Zinc Oxide made by—
THE NEW JERSEY ZINC COMPANY
Products distributed by
The New Jersey Zinc Sales Company
New York • Boston • Chicago
Cleveland • San Francisco
Los Angeles

In this case, well over a century of reputation for high standards of excellence in Natural and Aromatic Materials and Special Creations for Manufacturers of Perfumes, Cosmetics and Soaps.

Skill and resource, born of long and close association with Tombarel Freres, of Grasse, France, are at your command here, to produce new, interesting and individual creations.

We are sole American Representatives of Tombarel Freres . . . and their Absolute Supreme Flower Essence . . . Surfine Essential Oils . . . Resinoids, etc.

Call on us for expert help with your perfume problems.

Tombarel

PRODUCTS CORPORATION
L. J. ZOLLINGER, PRESIDENT
12 EAST 22nd STREET, NEW YORK 10
CHICAGO—A. C. DRURY & CO., INC.
219 EAST NORTH WATER STREET

Sound trucks, with sound picture projectors and a screen placed on top of the truck, tour all sections of Latin America outside the big cities. These trucks and pictures are the only source of amusement for millions of Latin Americans. They take the advertising message directly to the customer. The operator of the truck has a microphone, which he uses without stint. During the day the truck is sent around the area surrounding the site for the show, blaring forth catchy music which can be heard for miles. The operator gives a good talk about the merits of the free show. The crowd is seldom less than 1,000 and I have seen audiences estimated as high as 8,000. These shows are reminiscent of the patent medicine shows in this country 50 years ago. Through this medium and the radio you reach the illiterate, as well as the casual reader who never glances at printed advertisements.

Radio technique in Latin America has not as yet approached that in the United States. There are a great many excellent programs, but even in the metropolitan centers the studios and the equipment have room for improvement. Here, we become disgusted at times with even limited commercials, but in Latin America you will hear 15 to 20 spot announcements one after the other. In the United States we judge potential audiences by the number of radio sets in use, which is considered a reliable indicator. This is not true in Latin America. There, there is much higher ratio of listeners per radio set than here. The reason is that, in small general stores which remain open until late at night, there is always a radio set which has a good-sized audience. Moreover, in the public squares, radios with loud speakers are going day and night. Until two years ago rates for radio time were very cheap; now they are more than double what they were then. Even so, they are much below the rates in the United States. All in all, radio in Latin America is the most effective means of selling consumer specialties.

The walls of houses along the well travelled roads carry advertising signs, either painted or posted. Nowhere in the world are window displays used to the extent that they are in the United States. The reason is simple—there is little used window-space in the stores.

With such varied means of advertising, you can well understand the advisability of having trained representatives on the ground to choose the best channel for your particular advertisements and determine the type of approach that will win for your products the greatest number of customers.

Future Merchandising Trends

(Continued from page 323)

We may find the number increasing, yes, and increasing quite extensively, but there will be a limit to that.

We are also finding competition among stores for specialized lines, stores being known as specialists for toilet goods, for sundries, for health needs, and so forth. The tendency is to take one or two departments

and to build up a following in that department to such an extent that people will come to the store from long distances for that particular department; then, to capitalize on that traffic on the day-to-day needs.

Competition is nothing new for the retail druggist, though. I have heard of competition ever since I have heard of the drug store. It seems to me the loudest squak I ever heard was when the mail order houses started out—and that was something. Then the department stores entered the field and hit particularly the cosmetic lines, and that seemed to spell doom. Then the chain stores came along. Then the variety stores. Boy, wasn't there something then! Now we have the grocery stores, and this has created a flurry, one of the things from which I believe we can gain a little experience.

The drug store is more than another store; it is a combination of a service store and a product. I think the experience in selling vitamins, if we go back and analyze the reasons why people bought vitamin in drug stores rather than grocery stores when the grocery stores were competing with them, will demonstrate to us that it was that professional service—not that it was rendered, but at least that the druggist was capable of rendering it—together with the product, that kept the vitamin business in the drug store.

To meet this competition, the druggists are in a better position than they ever were before.

1. I believe that they are better educated individually in the knowledge of products.

2. There is a closer relationship now than there ever has been before among the professions of the heating arts, closer cooperation between doctors and druggists than there ever has been.

3. They are better merchandisers, and they are willing; we automatically have a selection. When I said that the number of stores had decreased, that was not a flat percentage decrease; the smaller volume stores were the ones that had the highest percentage of exits. The druggist today is selling a product with a service, and he is doing it oftentimes unconsciously. He is maintaining his position, and he is maintaining his position on those lines which sells in combination. Last, you must remember—the druggist does—that the greatest gains in the drug store have been gains connected directly with the sale of health items, in the prescription department.

Those gains are not by accident, but they follow the pattern that we have had after previous wars, entailing a broader education, a broader use of the products, newer products coming out. There is a tendency to concentrate more of the attention and more of the income, if you please, on health and health care. We have gone to the extent today of educating the people in these needs, to the point where health care now is a more important part of the standard of living than it ever has been before.

Because of that, I think that we follow any decline that the other retail establishments may suffer, but we will have a considerable time lag, particularly in those departments that are so directly connected with that.

FOR THE COSMETIC TRADE

Unusual handling, conditioning and milling techniques make these raw materials for cosmetics the finest obtainable.

▼

ACACIA GUM
ARABIC GUM
BENZOIN GUM
HENNA
KARAYA GUM
LAVENDER FLOWERS
MYRRH GUM
ORRIS ROOT
QUINCE SEED
ROSEBUDS
SANDALWOOD
TRAGACANTH GUM

▲

Write for your copy of our complete 1947 price list, soon off the press

R. J. PRENTISS & CO., Inc.
110 WILLIAM STREET, NEW YORK 7
9 SO. CLINTON STREET, CHICAGO 6

HILARY SAYS:

HAPPY Easter—(why just happy on Easter—and New Year—wattsa matter with the rest of the 363 days?—Try it!) I'm a good egg—Easter or otherwise. Sure,—I'm "green"—an' I get red in the face, too.—Of course, if you're "blue"—that's no yoke,—so: HAPPY EASTER! I believe in Santa Claus—and in the Easter Bunny. Lot-a-folks think its foot brings Good Luck,—and carry it around with 'em. What you really believe in—works!

IF EVER I worked with something—and believe in it,—it's ORCHIDEELIA.

LOOKING at orchids is fine. Buyin'em—makes for just about the most expensive corsage.—Imagine—there are about 5000 varieties of 'em; most grow wild (so would you, if you lived in a jungle). Some orchids are outright fly-eaters; others give off an odor poisonous to certain insects;—and by far the most of 'em don't smell at all. (You know how it is: What you're long on one side,—you're short on the other.) The orchid was given a most beautiful bloom-construction—but nothing much to sniff at.—So, I cooked up a sniff—and helped the orchid: ORCHIDEELIA.

AH,—go buy 'er some flowers for Easter!—When you step into a Floral Shop at Easter Time, an aroma hits your schnaazola—a combination of Easter flowers that represents the most wonderful scent known to man. You recognize that "combination" immediately.—ORCHIDEELIA is reminiscent of that particular odor. "Flowers'-Heart-Note?"—You betcha!—Plus body and soul, bones and guts.

REAL stuff for Gardenia-, Jasmin-, Lilly-of-the-Valley-and Honeysuckle-Compounds! If you are aiming at a "flowery-fresh" NEW note: Orchideelia!—That's the answer. You know formulae,—you know gradings and shadings. So,—what percentage in mixing? Once you smell Orchideelia,—you'll know how much to use.

YOU—have a Happy Easter, now. Enjoy yourself! (How's about a fine Easter Ham—and the "business"—what goes before and after?)—The wintry mess is over. The sun has turned. Brighter days are ahead. The flowers we work with are all starting to get down to business.—when you get down to business again: Brother,—ORCHIDEELIA!!!

J. HILARY HERCHELROTH

representing

Cresp Martinenq **Established 1782** **Grasse, France**

369 Third Avenue New York 16, N. Y.

In Havana: Lainz y Cia Aguiar 615

There is another thing that has happened. We have had a spreading of the income over the people whom we used to look at in the older days as being in the one-third lowest volume group, the poor drug store customer. Their income has been brought up, and they are in the care of the medical assistance extended to them, to the point where they are more active customers than they ever were before.

To summarize, I just want to say this, that the number of stores has decreased; the amount of income that the consumer gets which is spent for health needs will not take a toboggan slide in the same manner that other products do. The retailer is in a better position financially and merchandising-wise than we have ever known him to be in before. Competition is going to be here, yes, but that competition is not going to be any greater than we have had before, when we have steadily progressed.

In the cities we will have more stores, but the available supply of registered help and the available supply of free investment cash is not such as to warrant our expecting a great increase in the number of stores.

One of the things with which I have been very much impressed in talking with five or six thousand retailers in the last year has been what they expected from the wholesalers.

One of the things that we asked these retailers was, "You tell us you scatter your purchases between four, five, or six wholesalers, but you give preference to one wholesaler. What are the reasons why you give preference to that wholesaler?"

Then we divided those retailers into two groups: those who were affiliated and those who were not affiliated.

We found the answers fell in two classes: one, price and savings. That led the groups. But the second group of factors, and running very close, was service. That, of course, was a leading factor among all wholesalers.

But when we got down into it and said, "What services do they render?" we came down to merchandising services, which were number 9 on the list of a group of 10. Five per cent of the stores said they got merchandising services from the wholesaler.

Newer Hemostatics

(*Continued from page 329*)

manufacture of this product, cellulose is converted to polyanhydroglucuronic acid, a compound that retains the physical form of the gauze or cotton from which it is prepared.

Physically, oxidized cellulose, which is stable at room temperature for a year or longer, has about the same texture as the parent substance. However, some of the tensile strength is lost and the color is often not as white as the original. Oxidized cellulose gauze is more pliable and is easier to pack into bleeding wounds than ordinary surgical gauze. When wet with blood, oxidized cellulose becomes sticky, softens and swells; forming a

dark brown, gelatinous mass with efficient hemostatic action. As soon as this discoloration occurs, bleeding usually ceases. The material readily adapts itself to wound spaces, thereby acting as a packing agent by pressure. One disadvantage of oxidized cellulose lies in the fact that the dressings disintegrate in the autoclave and withstand only three minutes of boiling. They are therefore subjected to formaldehyde sterilization and careful bacteriological checks before packaging.[38,39]

Originally it was thought that oxidized cellulose might be useful for making cheap plasma substitutes. Although found unsuitable for this purpose, the investigations provided convincing proof of the harmlessness of the material to the organism as a whole.[39] In preliminary studies made by Frantz,[40] small amounts of oxidized cellulose were introduced into almost every tissue of the animal body. In later work,[38,41] it was found that hemorrhage from freely bleeding lacerations of the kidney, liver and spleen was quickly controlled when the wounds were packed with oxidized gauze. Nowhere, except in bone, was any untoward effect observed. The acidity of the gauze is considered the probable cause of delay in the formation of the early callus in clean experimental fractures and defects. Ultimately, however, repair does take place. There is no significant delay when, in open lacerated compound fractures, hemostasis is secured by this material and the oxidized gauze is removed after one to three days.

In these several reports, which showed the value of oxidized cellulose as a hemostatic agent, it was stressed that although nonirritating and absorbable, this material constitutes a foreign body for several days until it goes into solution. Therefore, it should be used, at least in wounds which are closed without drainage, in as small quantity as possible.

As with other absorbable materials, a number of workers employed oxidized cellulose as a vehicle for thrombin. Putnum,[42] for example, in a report on thirty operations, described tamponing with tiny pledgets of oxidized cellulose gauze dampened with thrombin solution at bleeding points to control hemorrhage during surgery on the brain. Surgeons at the Mayo Clinic tried absorable oxidized cellulose with a solution of thrombin as an aid to hemostasis in sixty cases. The results were encouraging. Hemostasis was excellent and immediate in thirty seven cases and satisfactory in twenty.[43]

In the meantime it had been discovered that thrombin was unnecessary as an adjuvant to oxidized cellulose. It was found that the material has a chemical affinity for hemoglobin and an actual chemical combination results. In staunching hemorrhage, it was observed that a sticky, gelatinous mass was formed, not a clot, which filled the wound space. This mass could be lifted away without disturbing the true clots which had closed the blood vessels. Since no bleeding follows the removal of the oxidized gauze, it is a suitable material for packing in clean closed wounds for the immediate control of hemorrhage. If the quantity is large, it may be removed without causing secondary hemorrhage.[20]

Low-cost operation with ILLCO-WAY

De-ionized Water

(the modern low-cost equivalent of distilled water)

10,000 gallons for less than a dollar

ANOTHER ILLCO-WAY INSTALLATION: Pure water is produced by this compact ILLCO-WAY De-ionizer (flow rate: 650 gph). No fuel, no cooling water required, no periodic dismantling for cleaning.

Whether you need high-quality water for a laboratory or for an entire processing plant, ILLCO-WAY De-ionizing equipment can cut costs for you to a remarkable extent!

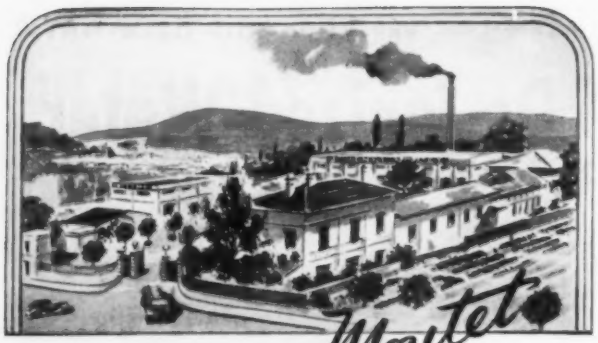
Chemically pure water—the equivalent of distilled water—is produced by ILLCO-WAY at *a fraction of the cost of distillation*. Quality of water remains uniformly high throughout entire operating cycle.

Units are designed to meet your needs; flow rates from 12 gph (portable unit) up to 500,000 gph or more. Investigate this modern ion-exchange process . . . used currently in hundreds of chemical, industrial and pharmaceutical plants. *Write for latest literature.*

WATER TREATMENT ENGINEERING

Illinois Water Treatment Co.
847-3 Cedar Street
Rockford, Illinois
7310-E3 Empire State Building
New York City

TESTED IN THE LABORATORY PROVED IN THE FIELD
ILLCO-WAY



J. Henri Moutet

USINE ST. CLAUDE

GRASSE

FLOWER OILS

ESSENTIAL OILS

AROMATICS

for the

SOAP • PERFUMERY • COSMETIC
and ALLIED TRADES

Laboratories, Distilleries and Head Offices:
GRASSE • A. M. FRANCE

Thus the ability of oxidized cellulose alone to produce hemostasis makes its application simpler, where indicated, than that of gelatin or fibrin preparations. It is easier to handle in brisk bleeding than either of the spongy materials and in an emergency requires only the opening of the sterile package and immediate application in a dry form.

There is considerable clinical evidence to attest the value of absorbable oxidized cellulose as an efficient hemostatic agent in surgery. Frantz and her associates[1, 20, 38, 41] employed the material in several hundred operations of various types. Studdiford[39] used absorbable gauze in thirty gynecological patients to control bleeding in both abdominal and vaginal procedures. Uniformly effective in controlling hemorrhage, no reaction was observed that could be attributed to the presence of absorbable gauze in closed cavities. Of interest in connection with gynecological procedures is the report of[44] the successful use of oxidized cellulose in surgery of the uterus.

Phinologists also find this material of definite value. Houser,[45] for example, used oxidized cellulose gauze packing in about fifty cases of nasal bleeding. "The results," he stated, "have been vastly superior to those secured with regular gauze packing."

A comparative newcomer, with possibilities as an absorbable thrombin carrier for use in neurosurgery and general surgery, is a casein fiber prepared from cow's milk and available under the trade name "Aralac."[46] Studied by Spitz and his associates,[47] the material is plentiful, inexpensive and readily available. It can be easily spun into threads, forms an easily manipulated batting, and can be repeatedly steam-sterilized without deterioration. Implatation of casein batting in various tissues in animal experiments failed to show any ill effects; the results being as favorable as those previously obtained with fibrin foam or oxidized cellulose. More extensive studies are under way, with particular attention to the possibility of antibody formation. Should bovine casein prove to have undesirable antigenic properties, it is planned to try casein fiber from human milk.

Another new and effective hemostatic agent, alginic acid, has been discussed briefly by Smith.[48] Derived from marine kelp, alginic acid is prepared as a powder. When applied to the bleeding points, it combines with the blood calcium and immediately forms a coagulum that seals the wound. The styptic action is rapid, and new tissue is formed. At the time of the report, alginic acid had been used on a series of one hundred cases of extraction and minor oral surgery. In no case has there been untoward reaction and healing has been unusually prompt.

Other materials with hemostatic properties are doubtless being investigated. From progress already made and with materials now available there can be little doubt that not only will surgery be safer, but that new improved operative technics will also be developed.

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Particles in Ampuls

(*Continued from page 335*)

them, provided that these ampuls would not be used as a standard in the future. A great many manufacturers availed themselves of this offer and most of them, by one method or another, brought their products into compliance with the requirements of the U. S. P. and N. F.

The requirements setforth by the N. F. VII and U. S. P. XII are being further amplified in the N. F. VIII and U. S. P. XIII, by describing in detail a procedure for the examination of ampuls. The N. F. VIII has already been published and it is assumed that the U. S. P. XIII will contain a statement almost identical to that of the N. F. There is only one suggestion which I might have in that method of examination, and that change would not, in any way, effect the results of the examination. The method described states that the ampul be turned slowly so that the neck of the ampul is at the bottom and that the ampul be rotated gently to cause rotation of the fluid in the ampul, and then that the ampul be held horizontally for viewing its contents. I believe that if the ampul is held vertically instead of horizontally there would be less light reflected from the walls of the container with a consequent reduction of eye fatigue in the observer. Admittedly, the visual examination of ampuls is not a procedure to be desired, particularly for routine inspection in manufacturing plants. The procedure if done properly is slow and tedious, and the results of various observers are likely to vary. A purely mechanical means of examining ampuls is to be desired. You are all probably familiar with the fact that research laboratories of the

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Radio Corporation of America are attempting to devise a machine which will automatically discard any ampul or vial which has an excessive amount of undissolved material in it. We have every hope that they will be able to develop such a machine but it may be a matter of several years before such instruments become available. The Food and Drug Administration has examined thousands of samples of solutions for injection of all types and from numerous manufacturers. We have recently been inspecting war surplus supplies of these products which are to be offered for sale by the Government. Many of these products were examined several years ago when they were purchased by the Government, and were found to pass the requirements. After several years of storage, they have developed a degree of contamination which seems to make their use inadvisable. The drugs which we find most often to be in violation of the requirements are thiamin solutions, multi-vitamin preparations, pituitary, epinephrine, glucose, particularly 50% glucose solution, distilled water, and sodium citrate solutions. Thiamin solutions have, in our experience, a tendency to develop undissolved material which has been variously attributed to the presence of impurities in the thiamin and to the reaction between the thiamin and the rubber stoppers of the vials. We have been unable to find evidence of any reaction between thiamin and the rubber stoppers, but have found that thiamin solutions in glass ampuls which are not in contact with rubber also tend to develop a precipitate. Multi-vitamin preparations develop precipitation due to the presence of thiamin and through the precipitation of riboflavin. Fifty percent dextrose has a tendency to creep up the sides of the ampul with the consequence that some of it becomes charred on sealing, and these charred particles are washed down into the solution in the ampul. The only explanation for the contamination found in distilled water is that it is a simple preparation to make and some manufacturers therefore neglect to take proper precautions to eliminate undissolved material. Sodium citrate, unless it is buffered, may actually extract silica from the walls of the container and deposit it out from the solution.

So far, I have dealt strictly with the enforcement of the requirements of the U. S. P. and the N. F., which is one of our obligations under the Federal Food, Drug, and Cosmetic Act. This enforcement activity was not initiated solely on the basis of the requirements of these compendia. While it has not been demonstrated that the injection of undissolved particles would have any deleterious effect upon the individual, most physicians will admit that there is always that possibility of danger in injecting glass particles, dirt, dust, lint, and crystalline chemicals in the blood stream or into the spinal canal or even intra-muscularly. The demonstration of injurious effects from the unjection of these materials is an almost impossible task. As soon as the particles enter the blood stream, they are immediately disseminated over the entire body and a pathological examination to detect injury would be a major task.

Ordinarily a person who is receiving medicaments by injection is a relatively sick individual. His body is not functioning normally and every care should be taken to bring him back to normal as rapidily as possible. We all expect the physicians and nurses who are caring for that individual to use every care possible in his treatment. Under these conditions it is not too much to ask of the manufacturer who is preparing the medicaments to be used in the treatment of this individual to prepare them with the utmost care.

A correlation of our examination of a manufacturer's product and our factory inspection of the premises in which the material was manufactured, too often shows a close relationship between an inadequate control system and insanitary conditions and the amount of undissolved material present in the finished product. In some cases the conditions were so bad, we felt obligated to ask for permanent injunction against the manufacturer. In most cases, however, a warning by the seizure of goods or citation is sufficient to bring about a correction of the conditions.

I am very happy to report that, although we are still examining a large number of samples of solutions for injection, the percentage of violative samples found has decreased materially. The Food and Drug Administration is still willing and anxious to discuss with any manufacturer his particular problems in this respect. We are looking forward to the time when the production of solutions for injection has reached such a degree of perfection that only a casual surveillance program will be required.

Your Trade-Mark Record

(*Continued from page 401*)

LA PRIMERA CASTILE with des.—IV—A—487,736
New Brunswick Laboratories, Inc., New York, N. Y.
Ser. Aug. 29, 1945 D. U. 1883
Reg. 420,864 May 7, 1946

LA RUE'S, with des.—VI—H—476,066
William S. La Rue, Omaha, Nebr.
Ser. Nov. 3, 1944 D. U. Sept. 10, 1937
Reg. 424,048 Sept. 17, 1946

LAUNDERETTE—IV—A—493,499
Launderette Soap Corp., New York, N. Y.
Ser. Dec. 18, 1945 D. U. Dec. 1, 1945

LAUN-DR-SOL—IV—A—488,930
Phipps Co., Inc., Boston, Mass.
Ser. Sept. 24, 1945 D. U. Aug. 6, 1945
Reg. 421,793 June 18, 1946

L'AUTRE FEMME—VI—ABC—491,163
Franz Doenigsberger (Oreon Parfumeur), New York, N. Y.
Ser. Nov. 6, 1945 D. U. Oct. 19, 1945

LA VALLEE BLEUE—VI—BC—491,852
Lancome S. A., Paris, France
Ser. Nov. 19, 1945 D. U. Oct. 10, 1943

LEADING LADY, with des.—VI—C—497,029
Leading Lady (Maier), Chicago, Ill.
Ser. Feb. 21, 1946 D. U. Dec. 1944

LEADWAY—VI—K—493,446
Leadway Stores Corp. (Leadway Foods), Chicago, Ill.
Ser. Dec. 17, 1945 D. U. July 20, 1945
Reg. 422,594 July 30, 1946

LE CLOU—VI—BCH—491,552
Coty, Inc., New York, N. Y.
Ser. Nov. 14, 1945 D. U. Nov. 2, 1945
Reg. 422,024 June 25, 1946

LEGULO—VI—M—485,891
Joseph Stern, Chicago, Ill.
Ser. July 16, 1945 D. U. Sept. 1, 1936

"LENIA"—IV—A—495,055
Les Parfums de Dana, Inc., New York, N. Y.
Ser. Jan. 19, 1946 D. U. Dec. 31, 1945

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LERASI—VI—M—494,020
Buffington's Inc., Worcester, Mass.
Ser. Dec. 29, 1945 D. U. Mar. 1925

LE ROY SOLEIL—VI—BC—502,152
Parfums Schiaparelli, Inc., New York, N. Y.
Ser. May 15, 1946 D. U. May 7, 1946

LES MUSES—VI—BCH—486,292
Coty, Inc., New York, N. Y.
Ser. July 26, 1945 D. U. July 12, 1945
Reg. 419,219 Feb. 5, 1946

LEUCO-DERM—VI—M—485,151
Irwin Mann (Mann Chemical Co.), Detroit, Mich.
Ser. June 28, 1945 D. U. May 5, 1933
Reg. 421,400 May 28, 1946

LIAISON, with des.—VI—B—490,156
Louey Venn of London, Inc., Washington, D. C.
Ser. Oct. 18, 1945 D. U. Oct. 16, 1945

LIGEIA—VI—B—495,650
Maurice Babani, New York, N. Y.
Ser. Jan. 30, 1946 D. U. 1920

LIG-MUL—IV—A—492,756
H. Lee Wolfe Co., Chicago, Ill.
Ser. Dec. 5, 1945 D. U. Feb. 1, 1941

LILT—IV—489,609
The Procter & Gamble Co., Cincinnati, Ohio
Ser. Oct. 8, 1945 D. U. July 30, 1945
Reg. 421,370 May 28, 1946

LILLY DEVON—VI—B—478,745
Yvonne De Grandmaison (Lily Devon), New York, N. Y.
Ser. Jan. 18, 1945 D. U. Dec. 1, 1944
Reg. 419,678 Feb. 12, 1946

LIPEX—VI—BC—489,648
Bol, Ltd., New York, N. Y.
Ser. Oct. 9, 1945 D. U. Sept. 1, 1945

LIQUID LADYFINGERS—VI—CE—484,385
Associated Products, Inc., Chicago, Ill.
Ser. June 11, 1945 D. U. Apr. 23, 1945
Reg. 419,150 Feb. 5, 1946

LITTLE COSMETICIAN, THE—VI—C—495,171
Edith Imre and Co., New York, N. Y.
Ser. Jan. 22, 1946 D. U. Aug. 1, 1945

LITTLE MISS—VI—M—479,043
Le Sonier, Inc., New York, N. Y.
Ser. Jan. 26, 1945
Reg. 422,299 July 16, 1946

LITTLE WOMEN, with des.—VI—BC—489,440
Charles of the Ritz, Inc., New York, N. Y.
Ser. Oct. 5, 1945 D. U. Oct. 1, 1945

LIXSO, with des.—IV—A—494,295
Sidney Waldstein (Lixso Products Co.), New York, N. Y.
Ser. Jan. 4, 1946 D. U. 1938

LORD MIDDLEBROOKE—IV—I—489,002
Middlebrooke Lancaster, Inc., Brooklyn, N. Y.
Ser. Sept. 26, 1945 D. U. June 14, 1945
Reg. 424,095 Sept. 17, 1946

LORD MIDDLEBROOKE—VI—HI—481,642
Middlebrooke Lancaster, Inc., Brooklyn, N. Y.
Ser. Apr. 2, 1945 D. U. Mar. 26, 1945
Reg. 422,269 July 9, 1946

LOVEDUST—VI—BC—484,093
Monroe Harrison, Chicago, Ill.
Ser. June 2, 1945 D. U. Jan. 10, 1939
Reg. 422,308 July 16, 1946

LOVE LETTER SACHETS—VI—B—485,117
Elizabeth Arden Sales Corp., New York, N. Y.
Ser. June 28, 1945 D. U. Apr. 9, 1940
Reg. 419,768 Mar. 5, 1946

LOVELIGHT—VI—B—494,777
Avon Products, Inc., New York, N. Y.
Ser. Jan. 15, 1946 D. U. Oct. 25, 1945

LOVE OF YOUR LIFE—VI—AB—496,285
Tuvache Co., New York, N. Y.
Ser. Feb. 8, 1946 D. U. Jan. 30, 1946

LUCIEN LELONG—IV—BC—487,624
Lucien Lelong, Inc., Chicago, Ill.
Ser. Aug. 27, 1945 D. U. Dec. 1928

LUCIEN LELONG—VI—A—487,623
Lucien Lelong, Inc., Chicago, Ill.
Ser. Aug. 27, 1945 D. U. Dec. 1928
Reg. 419,896 Mar. 5, 1946

LUCKY TIGER—VI—H—485,784
Lucky Tiger Mfg. Co., Kansas City, Mo.
Ser. July 13, 1945 D. U. Aug. 1, 1917
Reg. 419,775 Mar. 5, 1946

LUMEN—VI—BCH—487,175
Coty, Inc., New York, N. Y.
Ser. Aug. 17, 1945 D. U. Apr. 7, 1924
Reg. 420,130 Mar. 26, 1946

LUSTRECLEAN—IV—M—486,979
West Disinfecting Co., New York, N. Y.
Ser. Aug. 9, 1945 D. U. Aug. 1938
Reg. 422,277 July 9, 1946
LUSTRITE—VI—BCEH—492,014
Lustrite Cosmetics, Inc., New York, N. Y.
Ser. Jan. 9, 1946 D. U. Sept. 15, 1902
LUXALENE—VI—A—490,664
John Jozwiak (The Luxalene Co.), Detroit, Mich.
Ser. Oct. 29, 1945 D. U. Apr. 1934

MADERAS DE ORIENTE, with des.—IV—A—482,852
Myrurgia S. A., Barcelona, Spain
Ser. May 1, 1945 D. U. June 1927
Reg. 420,827 May 7, 1946
MADRILENE—VI—BE—480,790
Revlon Products Corp., New York, N. Y.
Ser. Mar. 10, 1945 D. U. Feb. 12, 1945
Reg. 422,265 July 9, 1946
MAGNOLIA WHITE—VI—B—484,083
Byck Bros. & Co., Inc., Louisville, Ky.
Ser. June 2, 1945 D. U. May 15, 1945
Reg. 423,888 Sept. 10, 1946
MA GRIFFE—VI—B—495,416
Carven S.A.R.L., Paris, France
Ser. Jan. 25, 1946 D. U. Sept. 12, 1945
MAIS OUI—IV—A—492,544
Bourjois, Inc., New York, N. Y.
Ser. Dec. 3, 1945 D. U. Sept. 25, 1945
MAJORETTE—VI—B—490,727
Wetherholt's Perfume Co., Chicago, Ill.
Ser. Oct. 29, 1945 D. U. Apr. 26, 1945
Reg. 422,342 July 16, 1946
MAKE OFF—IV—A—496,543
Cosmex Corp., New York, N. Y.
Ser. Feb. 14, 1946 D. U. May 31, 1945
MAKE OFF—VI—C—484,881
Cosmex Corp., New York, N. Y.
Ser. June 22, 1945 D. U. May 31, 1945
Reg. 422,313 July 16, 1946
MANDATE—VI—BCI—487,435
Parfums De Renel, Inc., Mt. Vernon, N. Y.
Ser. Aug. 22, 1945 D. U. Apr. 5, 1945
Reg. 420,619 Apr. 23, 1946
MANEGE—VI—B—487,809
Marguerite Selz, Paris, France
Ser. Aug. 30, 1945 D. U. June 8, 1944
Reg. 420,276 Apr. 2, 1946
MANLEE—VI—I—487,180
Egyptian Chemical Co. (Manlee Co.), Boston, Mass.
Ser. Aug. 17, 1945 D. U. June 30, 1945
Reg. 419,822 Mar. 5, 1946
MAMBA—VI—B—496,444
George C. Hester (Janet Hester), Glendale, Calif.
Ser. Feb. 12, 1946 D. U. Feb. 1, 1946
MAR-DO-THEL—VI—H—487,144
Marguerite W. Range (Range Prods.), Chicago, Ill.
Ser. Aug. 14, 1945 D. U. Apr. 1, 1945
Reg. 419,821 Mar. 5, 1946
MAREE—VI—H—494,186
Jay Dee Drug Co., Chicago, Ill.
Ser. Jan. 2, 1946 D. U. June 1932
Reg. 422,290 July 9, 1946
MARIMBA, with des.—VI—B—485,017
Andrew Jergens Co., Cincinnati, Ohio
Ser. June 25, 1945 D. U. May 28, 1945
Reg. 418,569 Jan. 1, 1946
MARTHA LEE—VI—BC—492,718
Martha Lee, Inc., Waco, Texas
Ser. Dec. 5, 1945 D. U. Sept. 1926
Reg. 422,286 July 9, 1946
MARTINGALE—VI—BC—492,146
Lanselle Perfumers S.A.R.L., Paris, France
Ser. Nov. 24, 1945 D. U. Sept. 19, 1941
MARY DUNHILL—VI—ABCDEHK—496,214
Mary Dunhill Limited, London, Eng.
Ser. Feb. 8, 1946 D. U. 1930
MARY KING—VI—ABCDH—486,837
The J. R. Watkins Company, Winona, Minn.
Ser. Aug. 6, 1945 D. U. Jan. 25, 1929
MARY KING—IV—A—486,836
The J. R. Watkins Company, Winona, Minn.
Ser. Aug. 6, 1945 D. U. Mar. 10, 1930
Reg. 424,321 Oct. 1, 1946
MASTODON—IV—A—489,987
Harold M. Redman, Pontiac, Mich.
Ser. Oct. 15, 1945 D. U. Sept. 1, 1944
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Ser. Apr. 3, 1946 D. U. Nov. 1, 1933
M. BARRON—VI—B—477,231
William S. Hieber (M. Barron), Atlanta, Ga.
Ser. Dec. 5, 1944 D. U. Nov. 1, 1929
Reg. 420,532 Apr. 16, 1946
MEGEVE—VI—B—483,129
American Safety Razor Corp., Brooklyn, N. Y.
Ser. May 9, 1945 D. U. May 1, 1945
MELINDA—IV—486,912
Helene Pessl, Inc., New York, N. Y.
Ser. Aug. 8, 1945 D. U. July 6, 1945
MEM—VI—BC—468,847
Mem Co., New York, N. Y.
Ser. Mar. 30, 1944 D. U. 1921
Reg. 418,500 Jan. 1, 1946
MEN OF ACTION—VI—I—496,645
Lentheric, Inc., New York, N. Y.
Ser. Feb. 15, 1946 D. U. Jan. 23, 1946
MERCI BEAUCOUP—VI—ABCH—487,666
Coty, Inc., New York, N. Y.
Ser. Aug. 28, 1945 D. U. Aug. 14, 1945
Reg. 420,273 Apr. 2, 1946
MERVEILLE—VI—T—485,633
Efficiency Labs., New Orleans, La.
Ser. July 10, 1940 D. U. Dec. 22, 1944
MICHELENE—IV—A—487,513
Michel Export Co., Inc., New York, N. Y.
Ser. Aug. 24, 1945 D. U. Jan. 29, 1945
MING TOY—VI—BC—484,393
Consolidated Cosmetics, Chicago, Ill.
Ser. June 11, 1945 D. U. June 8, 1945
MIN-IT-SOL, with des.—IV—A—483,228
Marion Manufacturing Co., Atlanta, Ga.
Ser. May 11, 1945 D. U. Dec. 1, 1944
MME. HUNTINGFORD—BC—VI—486,950
Mme. Huntingford, Inc., Chicago, Ill.
Ser. Aug. 9, 1945 D. U. 1891
Reg. 421,501 June 4, 1946
MORINE—VI—H—484,853
Annie B. Tillery Morine, Philadelphia, Pa.
Ser. June 21, 1945 D. U. Nov. 15, 1944
Reg. 420,956 May 7, 1946
MORNING STAR—VI—I—490,357
Albert F. A. Beck (Beck Prods. Co.), Pittsburgh, Pa.
Ser. Oct. 23, 1945 D. U. Nov. 1944
Reg. 421,584 June 4, 1946
MORTEX—IV—A—493,071
Metropolitan Chemical Corp., Albany, New York
Ser. Dec. 11, 1945 D. U. Sept. 1, 1944
MOSKOVA—VI—B—485,883
Pinaud Inc., New York, N. Y.
Ser. July 16, 1945 D. U. June 27, 1945
Reg. 419,506 Feb. 19, 1946
MR. MAN—I—VI—471,209
The Embassy Co., New York, N. Y.
Ser. June 14, 1944 D. U. Apr. 24, 1944
MRS. MINNIVER ROSE—VI—CE—490,260
Revlon Products Corp., New York, N. Y.
Ser. Oct. 20, 1945 D. U. Aug. 12, 1942
Reg. 420,071 Mar. 19, 1946
MUSE—VI—BCH—486,293
Coty, Inc., New York, N. Y.
Ser. July 26, 1945 D. U. July 12, 1945
Reg. 419,220 Feb. 5, 1946
MUSETTE—VI—B—493,765
George Gordon (Bergere Co.), New York, N. Y.
Ser. Dec. 22, 1945 D. U. Apr. 28, 1945
MYTH—VI—479,906
Trylon Products Corp., Chicago, Ill.
Ser. Feb. 16, 1945 D. U. Dec. 1, 1944
Reg. 420,820 May 7, 1946

NAMOUNA—VI—BC—484,944
Coty, Inc., New York, N. Y.
Ser. June 23, 1945 D. U. June 21, 1945
Reg. 418,566 Jan. 1, 1946
NASSAU—VI—BCH—487,417
Consolidated Cosmetics, Chicago, Ill.
Ser. Aug. 22, 1945 D. U. Mar. 19, 1937
Reg. 419,279 Feb. 12, 1946
NEDLYN—VI—E—487,273
Nedyln Inc., St. Louis, Mo.
Ser. Aug. 18, 1945 D. U. July 26, 1945
Reg. 419,530 Feb. 19, 1946
NEPTOX—VI—M—493,813
Northeastern Products, Inc., Boston, Mass.
Ser. Dec. 22, 1945 D. U. Dec. 6, 1945

(To be continued)

ORGANIC CHEMICALS

(Continued from page 337)

PINE TYPE ODOR
- Bromyl acetate
  (Chypre fougere, Lavender bouquets)
- Isobromyl acetate
  (Stable pine needle odor)

PLUM TYPE ODOR
- Nonalactone
  (powerful, fruity odor of the plum, employed in small quantities in Gardenia, Jasmin, Tuberose compounds)

RESEDA TYPE ODOR
- Phenylpropylic Alcohol

ROSE TYPE ODOR
- Citronellyl Acetate
  (rose and carnation compounds, sweetening of perfumes)
- Isobutyl Acetate
  (slightly fruity odor employed in synthetic otto of roses)
- Phenylbutyl Acetate
  (fruity rose odor employed in eglantine compounds)
- Phenyl Ethyl Acetate
  (fruity perfume used in rose compounds)
- Rhodinyl Acetate
  (fine and persistent rose odor employed in rose, muguets, and fancy bouquets)
- Trichlormethyl-phenyl-carbinyl Acetate
  (intense rose odor; contains heavy traces of chlorine)
- Decyclic alcohol (Alcohol C-10)
- Duodecyclic Alcohol (Alcohol C-12)
  (tuberose note odor)
- Nonyl alcohol (Alcohol C-9)
  (flowery fragrance)
- Aldehyde C-11
- Octyl or Capryl Alcohol (Alcohol C-8)
  (fresh rose odor)
- Phenyl Ethyl Alcohol
  (rose petals odor used in synthetic rose, neroli, jasmin, lilac)
- Nonyl Aldehyde, Aldehyde C-9
- Geranyl benzoate
  (soft rosy fragrance employed as a modifier and fixative in rose-type perfumes)
- Isobutyl Benzoate
  (eglantine type odor used in clover, sweet pea, acacia, and rose compounds)
- Benzophenone (Diphenyl-ketone)
  (sweet rose-type odor used as a fixative in soaps and perfumes)
- Citronellol
  (very fine rose odor employed in synthetic rose compounds) (alkaliproof)
- Dimethyloctanol
  (a powerful rose odor with an exquisite freshness. Combined with geraniol and citronellol it lends a very pleasant rosy note.)
- Geraniol
  (has a sweet, delicate odor of rose type employed as the basis of all kinds of artificial floral odors, with phenyl ethyl alcohol as a basis of rose compounds for soaps. Does not discolor soaps).
- Nerol (a sweet rose-neroli odor)
- Neroline
  (violent odor resembling orange blossom)
- Geranyl acetate
  (extensively used in rose odors)
- Geranyl formate
  (rose-leaf-like odor)
- Cinnamyl Acetate
  (fruity, balsamic rose note)

SANDALWOOD OIL TYPE
- Santalol
  (principal constituent of East Indian sandalwood oil, base of oriental type compounds)

STRAWBERRY TYPE ODOR
- Aldehyde C-16 (Strawberry Aldehyde)
  (very strong strawberry-like flavor, used in lipsticks and creams)
- Ethyl-methyl-phenylglycidate
  (fruity odor of great force and persistence, used in strawberry compounds)

SWEET PEA TYPE ODOR
- Benzylidene Acetone
  (used in sweet pea perfumes for soaps)

TANGERINE-TYPE ODOR
- Methyl-Methyl Anthranylate (Dimethylanthranylate)
  (employed in fancy and floral compositions)

VIOLET TYPE ODOR
- Methyl Heptine Carbonate (Vert de Violette)
  (develops its floral violet fragrance in extreme dilutions. Employed in violet compounds)
- Ionones (reproduces faithfully the odor of the violet)
  (four forms exist: Ionone pure 100%
  Ionone alpha, Ionone beta
  (employed in soap perfumes)
- Methylionone (base of synthetic iris and violet compounds)
- Alcohol C-12 (Lauric Alcohol)
  (recommended for violet perfumes)
- Aldehyde C-12 (useful in violet compounds, indicative of wood violet odor)

YLANG TYPE ODOR
- Para Cresol Methyl Ether (Methyl Para Cresol)
  (employed in artificial Ylang and in soap perfumes)
- Ethyl Benzoate (used in synthetic Ylang Ylang

WALLFLOWER TYPE ODOR
- Eugenol Acetate (Acet-Iso-Eugenol)
  (used as fixative in carnation compounds)

WINTERGREEN TYPE ODOR
- Methyl Salicylate
  (artificial Wintergreen, penetrating odor for soaps)

Lanolin Hair Dressings

A formula which serves as a basis for preparing hair dressings containing both lanolin and cholesterol is given in the N.A.R.D. *Journal (69:67, 1947) as follows:*

Cholesterol	**1.0**	**per**	**cent**
Cetyl alcohol	**3.00**	**“**	**“**
Anhydrous lanolin	**5.0**	**“**	**“**
Liquid petrolatum	**10.0-30.0**	**“**	**“**
Methyl parahydroxy benzoate	**0.5**	**“**	**“**
Water to make	**100.0**	**“**	**“**

Heat the first four ingredients to 70° C. on a water bath. Heat the water to the same temperature and dissolve the benzoate (preservative) in the hot water. Add the first mixture to the water; stirring thoroughly until emulsified. The formula can be varied considerably by changing the amounts of petrolatum and lanolin to meet specific requirements.

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ADVERTISING INDEX

Abbott Laboratories 404
Advanced Cosmetics, Inc. 300
Aluminum Company of America..Insert facing 364
Alsop Engineering Corp. 378
American Cholesterol Products, Inc. 404
American Management Association 352
Anchor-Hocking Glass Corp. Insert facing 341; 345
Anderson Bros. Mfg. Co. 427
Andresen, J. C. 408
Armstrong Cork Co. ..... Insert facing 349
Aromatic Products, Inc. ..... Insert facing 301
Atlas Powder Co. 304
Avon Allied Products 294
Baker Chemical Co., J. T. ..... Insert facing 357
Baker & Adamson Division ..... Insert bet. 300-301
Barnett & Sons, Samuel 354
Baskowitz Bottle Co., I. 431
Beauty Fashions 356
Bendix Chemical Corp. 406
Bernardin Bottle Cap Co. 431
Braun Company, W. 354
Broder Industries, Inc. 342
Brown Bag Filling Machine Co. 380
Bush & Co., W. J. 398
Calco Chemical Division 299
Calif. Fruit Growers Ex. ..... Insert facing 292; 408
Carbide & Carbon Chemical Corp. Insert facing 300
Carr-Lowrey Glass Co. 346
Chem-Arom Co., The 424
Chemical & Process Machinery Corp. 380
Chiris Co., Inc., Antoine ..... Insert facing 384
Commerce Clearing House, Inc. 394
Continental Can Company 362
Colton Co., Arthur 381
Consumers Import Co., Inc. 428
Crown Cork Specialty Corp. ..... Ins. bet. 348-349
Dallal & Co., D. S. 429
Danco, Inc., Gerard J. 391
Devold Oil Co., Inc., Peder 387
Dodge & Olcott, Inc. ..... Insert facing 385
Dodge Cork Co. 350
Dorr Company, The 374
Dow Chemical Co. ..... Insert facing 388
Dreyer, Inc., P. R. ..... Insert facing 313
Duche & Sons, T. M. 404
Dunkel & Co., Inc., Paul A. 386
du Pont de Nemours & Co., E. I. ..... Insert facing 401
Durlin Corp. ..... Insert between 300-301
Eppenbach, Inc. 378
Ertel Engineering Corp. 380
Essential Aromatics Corp. 316
Evans Chemetics, Inc. 315
Ever Ready Label Corp. 354
Exact Weight Scale Co. 377
Fairmount Chemical Co. 431
Felton Chemical Co., Inc. ..... Insert facing 293
Fezandie & Sperrle, Inc. 428
Filter Paper Co. 376
Fine Organics, Inc. 398
Firmenich & Co., Inc. ..... Insert facing 356
Florasynth Labs., Inc. ..... Insert facing 308
Food Research Laboratories, Inc. 408
Foster-Forbes Glass Co. 358
Franks Stearate Div., Witco Chem. Co. 432
Fritzsche Bros. ..... Insert between 392-393
Furlager Mfg. Co. 298
Gardner-Richardson Co. ..... Insert facing 344
General Drug Co. ..... Insert facing 312
Givaudan-Delawanna, Inc. Insert between 292-293
Glass Industries, Inc. ..... Insert between 296-297
Glorene Company 431
Greeff & Co., R. W. 408
Gunning & Gunning 424
Hagerty Bros. & Co. 381
Hazel-Atlas Glass Company ..... Insert facing 353
Helfrich Labs., Inc. ..... Insert between 312-313
Hema Drug Co., Inc. 396
Herchelroth, J. Hilary 420
Heyden Chemical Corp. ..... Insert between 356-357
Hinde & Dauch Paper Co. Insert between 348-349
Hoffmann-LaRoche, Inc. 402
Hooker Electrochemical Co. 306
Hopkins & Co., J. L. 398
Hormann & Co., F. R. 381
House of Hollywood 396
Huisking & Co., Inc., Chas. L. 387
Illinois Water Treatment Co. 421
Industrial Chemical Sales ..... Cover 2
Inland-Alkaloid Co. 390
Innis-Speiden Co. ..... Inser facing 316
Interchemical Corporation 383
Interstate Color Co., Inc. 428
Intramed Co., Inc. 406
Jelly & Co., Walter H. 390
Kachurin Drug Co. 382
Katz & Co., Dr. Alexander 316
Kelton Cosmetic Co. 414
Kessler Chemical Co. ..... Insert facing 297
Kimble Glass Co. ..... Insert facing 296
Kohnstamm & Co., H. 301
Kolmar Laboratories ..... Insert facing 400
Koster-Keunen Mfg. Co., Inc. 391
Kraft Foods Company 290
Kupfer Bros. ..... Insert between 296-297
Lanatex Products Sales Co. 427
Lautier Fils 386
Lemke & Co., B. L. 404
Lueders & Co., George 314
Lusteroid Container Co. 355
Magnus, Mabee & Reynard, Inc. 297
Mallinckrodt Chemical Works ... Insert facing 317
Malmstrom & Co., N. I. 313
Maryland Glass Corp. ..... Insert facing 365
Mathieu, Inc., Charles 387
Merck & Co., Inc. ..... Insert facing 288
Merita, Inc. 429
Metal Glass Products Co. 379
Miller Protecto Products Co. 352
Miranol Chemical Co., Inc. 305
Monsanto Chemical Co. Ins. facing 309; Bet. 316-317
Monsanto Plastics ..... Insert facing 340
Moutet, J. Henri 422
National Aniline & Chem. Co. 309
National Can Co. 366
Naugatuck Aromatics 296
Neumann, Busle & Wolfe, Inc. 410
New England Collapsible Tube Co. 285
New Jersey Zinc Co. 417
N. Y. Quinine & Chemical Works 308
Norda Essential Oil & Chemical 411
Orbis Products Corp. ..... Insert between 312-313
Oxzyn Company 288
Package Machinery Co. 338
Palm Fechteler & Co. 382
Parento Co., Compagnie ... Insert between 316-317
Paris Cosmetics, Inc. 311
Parson Imports, M. W. 383
Penick & Co., S. B. 293
Pennsylvania Glass Products Co., Inc. 351
Pennsylvania Refining Co. 429
Perl-Oussani Machine Mfg. Co. 379
Pfaltz & Bauer Co., Inc. 431
Pfizer & Co., Inc., Chas. ..... Cover 4
Pittsburgh Lectrodryer Corp. 370
Plaskon Division (Libby-Owens-Ford) 353
Pneumatic Scale Corp., Ltd. ..... Insert facing 372
Polak & Schwarz, Inc. 431
Potdevin Machine Co. 381
Powell & Co., Inc., John 415
Prentiss & Co., R. J. 419
Private Label Cosmetic Co. Insert between 308-309
Pulverizing Machinery Co. 376
Remus & Co., Inc., Edward 425
Richford Corp. 348
Ritchie & Company, W. C. ..... Insert facing 348
Robert, Inc., Henri 291
Robinson Wagner Co. 310
Rodgers Company, Inc., George G. 379
Ross Co., A. H. ..... Insert facing 373
Roure-Dupont, Inc. ..... Insert facing 389
Santonine Company of America, Inc. 387
Schimmel & Co., Inc. 307
Seeley & Co., Inc. 390
Seydel Chemical Co. 431
Victor Silson Co. 348
Smith, Inc., George F. 428
Standard Pharmacal Co. 396
Standard Oil Co. (Indiana) 287
Standard Specialty & Tube Co. 355
Stanton Laboratories 423
Stokes Machine Co., F. J. 368
Strong, Cobb & Co., Inc. 292
Sturge, Ltd., John & E. 289
Swindell Bros., Inc. 349
Synfleur Scientific Labs. ... Insert between 356-357
Syntomatic Corp. ..... Insert facing 289
Thurston & Braidich 413
Tombarel Products Corp. 418
Totus Mfg. Co., Inc. 295; 345
Trade Mark Record Book 302-303
True & Co., Dr. J. F. 426
Ungerer & Co., Inc. ..... Cover 3
Union Carbide & Carbon Corp. .. Insert facing 300
U. S. Bottlers Machinery Co. 377
U. S. Industrial Chem. ..... Insert between 360-361
van Ameringen-Haebler, Inc. ... Insert bet. 288-289
Vanderbilt Co., R. T. 406, 426
Van Dyk & Co. ..... Insert between 308-309
Verley & Co., Albert ..... Insert between 304-305
Victor Metal Products Corp. 347
Vorac Company, The 413
Warner Brothers Co. ..... Insert facing 352
Welch, Holme & Clark, Inc. 416
Whittaker, Clark & Daniels, Inc. Ins. bet. 412-413
Wigton-Abbott Corp. 380
Will & Baumer Candle Co. 396
Witco Chem. Co., Frank Stearate Div. 432
Wolf & Co., Jacques 406
Zimmerman Incorporated, W. F. 312